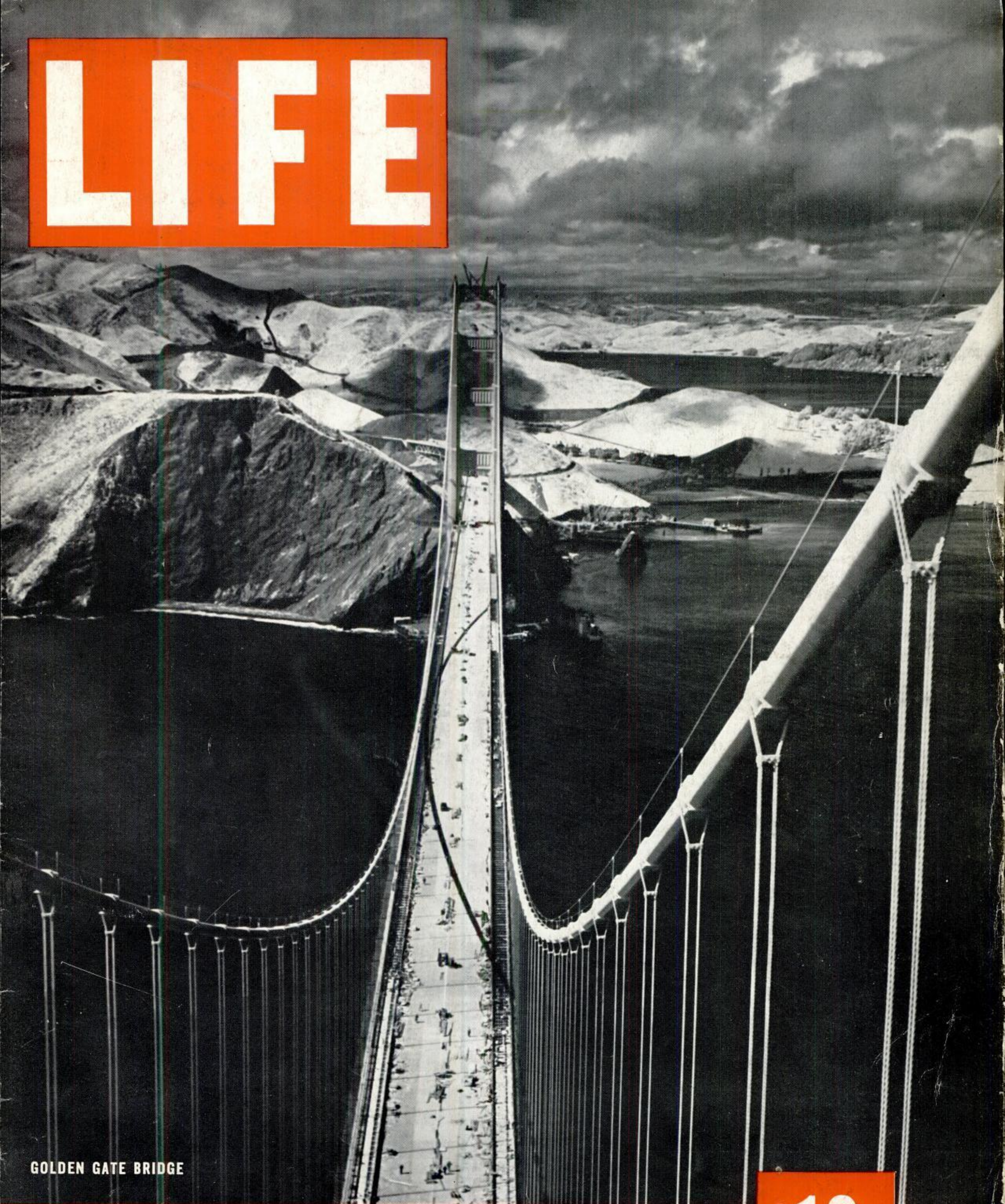


# LIFE



GOLDEN GATE BRIDGE

MAY 31, 1937 **10** CENTS





# COME OUT OF THE KITCHEN *This Summer*

Treat yourself to a day's vacation . . .

Tonight serve this tempting MEAL-IN-A-MINUTE

Warm summer evenings were never meant to be enjoyed *indoors*. Come out of the kitchen. Try this simple and easy way to tempt warm weather appetites. Set before your guests . . . or your family . . . this enticing Meal-in-a-Minute that's good to the last bite!

Note how these tempting cold cuts are surrounded by savory helpings of Van Camp's Pork and Beans. Serve these luscious, mealy beans hot or cold—it doesn't matter how or when. Van Camp's have a subtle way of making any meal taste much better.

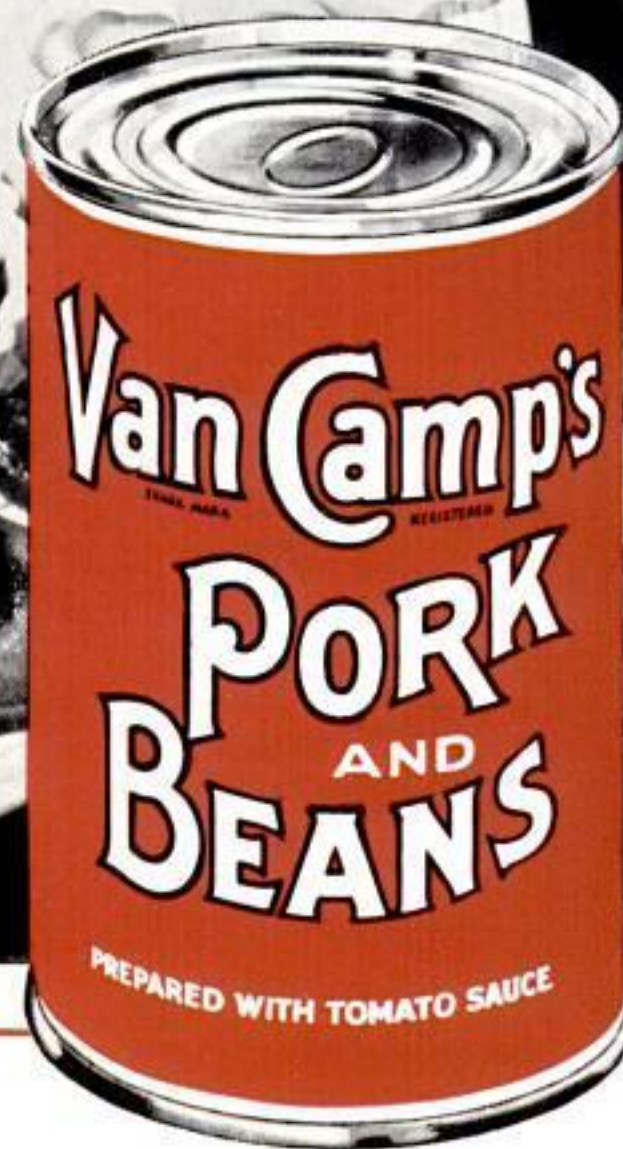
Now is an excellent time to buy an

assortment of Van Camp's foods from your grocer. Make sure you have plenty on hand when unexpected guests drop in or when you want to serve an easy-to-prepare Meal-in-a-Minute. And don't forget, too, that Van Camp's everyday prices are lower than most nationally known canned foods.

Send for new illustrated file-book of Meal-in-a-Minute recipes. Shows twenty-eight easy ways to prepare appetizing dishes. Contains menus, shopping lists and other helpful information. For your FREE copy, send name and address on a postcard to Van Camp's, Inc., 2102 South East St., Indianapolis, Ind.



Van Camp's  
*Meal-in-a-Minute*  
for June  
costs only 9c a serving.  
**PORK AND BEANS WITH COLD CUTS**  
How to make it: Serve Van Camp's Pork and Beans, hot or cold, with assorted cold cuts, cheese, mustard and pickles.



Keep these Van Camp's table treats on your pantry shelf:  
CHILI CON CARNE • SPAGHETTI • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP



# *Be up-to-date...* take the laxative that counteracts **GASTRIC ACIDITY, too!**



**Miss Dud** . . . headachy, logy, sickish . . . was a drag on the party, and she knew it. But along came her knowing hostess with some Sal Hepatica—two teaspoonfuls bubbling and fizzing in a glass of water—and . . .



**Presto!** . . . it wasn't long before Sal Hepatica was starting its 2-way help. You see, this mineral salt laxative not only cleanses the intestines but it also counteracts gastric acidity. That evening she was . . .



**Miss Knockout** . . . head clear, eyes shining, her whole being radiating pep. She was the hit of the party! And after she'd danced every dance, she wrote in her diary: "You certainly come back fast when you take the laxative that helps counteract gastric acidity, too. I'm never going anywhere again, without Sal Hepatica in my traveling bag. I'm for Sal Hepatica, from now on!"



**The Secret?** . . . Sal Hepatica is a laxative *plus*. In addition to cleansing the intestinal tract (as you'd expect any good laxative to do)—Sal Hepatica brings about an alkaline (anti-acid) reaction, turning a sour stomach sweet again. And what a difference this makes in the way you feel!

## **Sal Hepatica does BOTH!**

This One



TB51-S92-ULHS



# LIFE INDOORS: THOUSANDS WILL LAUGH AT SUMMER THIS YEAR



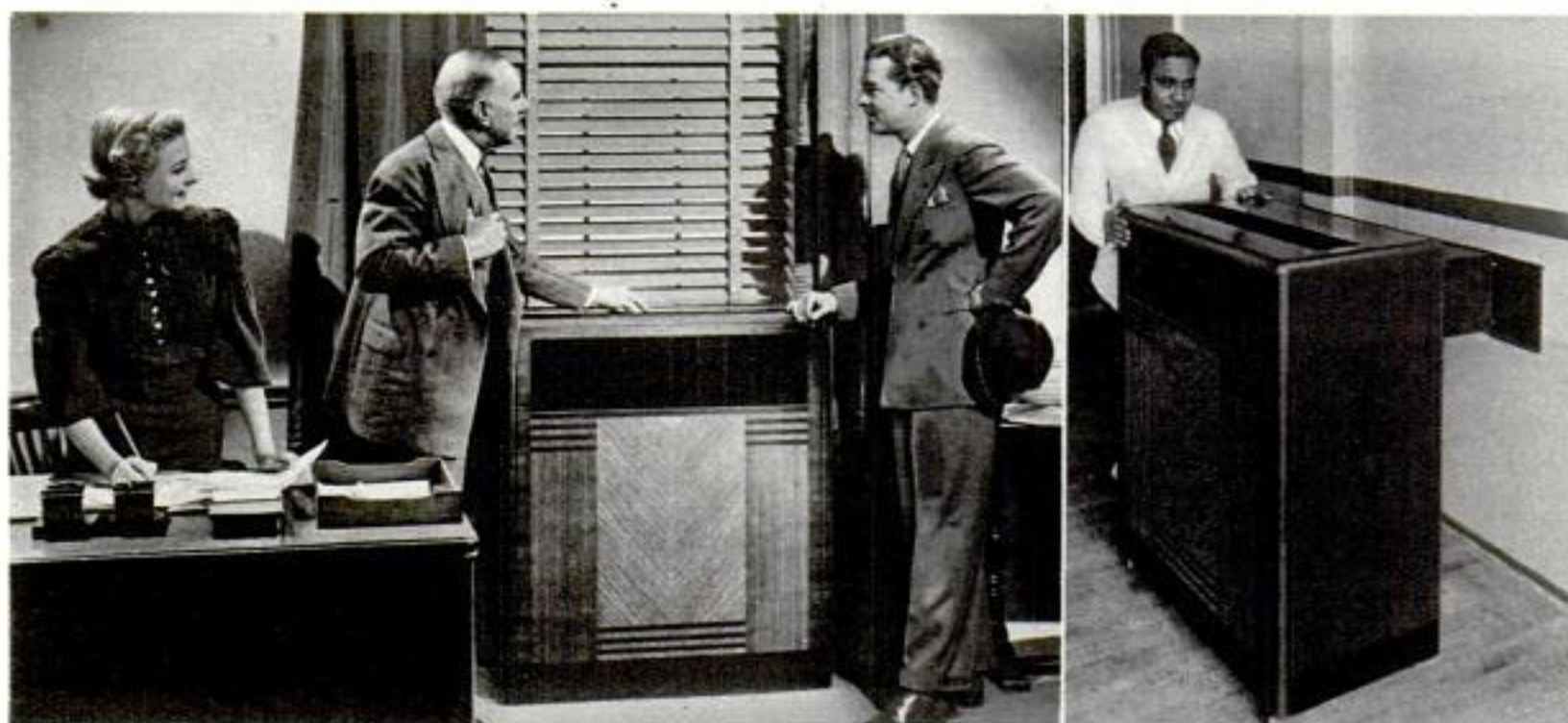
## Carrier PORTABLE SUMMER Air Conditioner

**T**HE camera tells a graphic story of how Carrier engineers have simplified summer air conditioning for single rooms. This compact cabinet, the Carrier Portable, can be installed at any window in a few minutes. It plugs in like a radio—requires no pipe connections, no alterations of any kind. It cools, dehumidifies, ventilates, gently-circulates the air, reduces dust and outside noises to a minimum. Its cost is nominal.

Designed by the same organization that has made outstanding installations both in America and 99 countries of the world—Radio City, U. S. Capitol, the "Queen Mary," British Broadcasting House in London, Galeries Lafayette in Paris, Council Chamber in Bombay—this new portable unit is Carrier's latest contribution to the science of air conditioning.

Local Carrier representatives everywhere are prepared to install these Carrier Portables at once. Call them direct, or mail the coupon.

**HANDSOME** as a fine radio console, the Carrier Portable Summer Air Conditioner is completely automatic—is switched on and off as needed. It cools, dehumidifies and gently circulates clean fresh air, without draft. It's quiet—moving parts insulated against sound.



**BOON TO THE BUSY.** The Carrier Portable transforms the private office into a veritable haven of cool quiet, and makes a welcome meeting place for clients and associates.

**COMFORT ON WHEELS!** No alterations—plugs into a light socket just like a radio.

CARRIER CORPORATION, Desk 146  
850 Frelinghuysen Avenue, Newark, New Jersey  
Please send me, without obligation, full particulars about the new Carrier Portable Summer Air Conditioner.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

MODEL APARTMENT AT P. E. D. A. C., INTERIOR BY PAUL M'ALISTER, INC., A. I. D.



**HOT-HEADED?** Not the man who makes his decisions in an office that is cool, quiet and comfortable, day in and day out, regardless of outside weather.



**IN THE BEDROOM,** a Carrier Portable Summer Air Conditioner assures long hours of refreshing, undisturbed sleep. No windows to open or close.



**COO-COO-COO!** Baby joins with other members of the family in unanimous approval of the new Carrier Portable Summer Air Conditioner.



“I’ll take these to make sure,  
please send the rest”



**5¢**  
2 GLASS SIZE  
**10¢**  
FAMILY SIZE

That *Natural Flavor* in Hires  
comes from delicious *Root Juices*

THE **R-J** ON  
THE LABEL IS FOR  
YOUR PROTECTION  
—A GUARANTEE OF  
REAL  
**Root Juices**  
IN HIRES ROOT BEER

ONCE you taste the appetizing flavor of the real Root Juices in Hires, you’ll never be content with imitation root beers made of imitation flavors. Only *genuine* Hires will satisfy you. Learn the

difference now by ordering a few bottles of Hires from your grocer or at any restaurant or refreshment stand. You’ll enjoy its natural, wholesome flavor and know why it’s a favored beverage.

*It tastes so good - It’s good for you*



# PARAMOUNT'S MISS COLBERT ADMITS "I MET HIM IN PARIS"

**C**APITAL of the kingdom of romance is still Paris. Capital of present winter sports craze is still the Swiss Alps. To them both (imaginatively, since shots were taken in Hollywood and Sun Valley, Idaho) goes successful New York working gal, Claudette Colbert, to escape humdrummery of office, of steady boy friend. At them both she plays with sophisticated man of the world, Melvyn Douglas, married young playboy, Robert Young. Her heart, stirred by their attention, by Wesley Ruggles' direction, fluttering beneath latest creations of Parisian haute couture, sets both in a dither. Dialogue terrific, snow shots swell. Critics agree on another hit for hit making Paramount Pictures.



**Winner Take Gal...** Melvyn and Bob stage miggie contest for right to dine, wine lovely lady.



**Social Climbers...** Claudette and Bob, all skied up to Alp themselves to a bit of scenery.



**Cold Shoulder...** Melvyn uses slightly primitive methods to gain lovely lady's attention. Snow use, apparently.

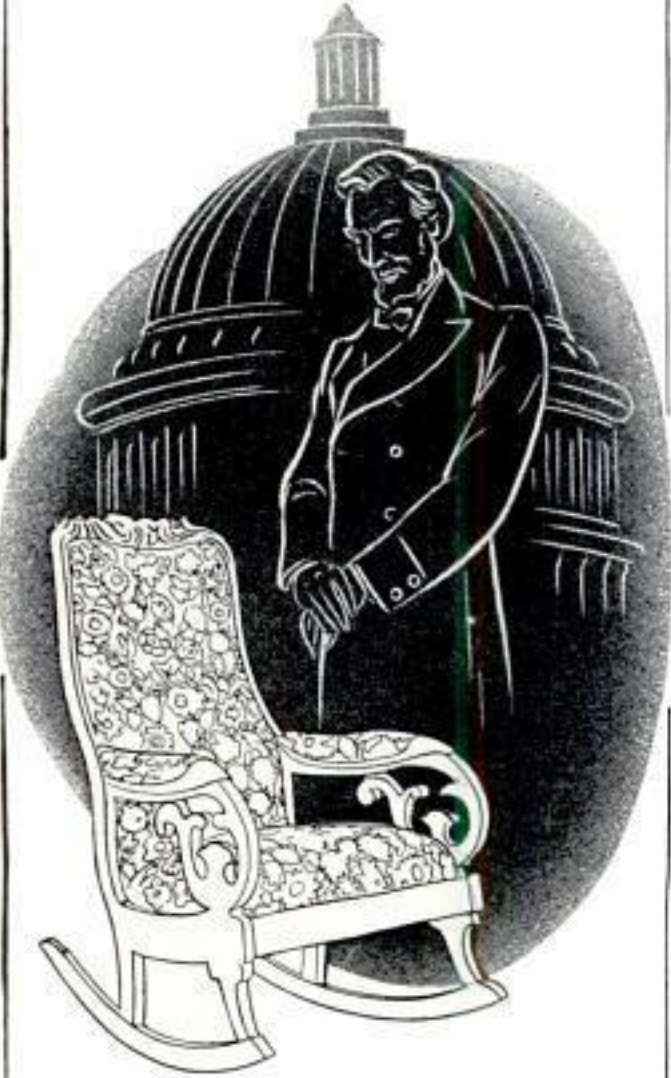


**Fashion First...** Claudette says clothes make the man.



## LINCOLNIA

Not forgotten is the solid comfort which pioneers found in old-time rocking chairs. Here is a replica of the historic Springfield Rocker, in which Abraham Lincoln spent many an hour preparing his great career.



## Comfortable Royalchrome

is a far cry from the furniture of the 60's, so far as design is concerned, but no less restful are the modern chairs and settees of chromed steel which bear the Royal name. Comfort is a prime need in the furniture on which we sit or recline. That is why Royal, achieving design and style, has gone just as far to make each piece something to be enjoyed.

The Royalchrome line includes chairs, settees, stools, tables, desks, dressing tables, etc. Distinctive—useful—durable—lovely are all of Royalchrome's many designs; in the modern manner, and built around the old craftsman's idea that true service demands unimpeachable quality.\*

One of our dealers, or we, will gladly supply you with the particular catalog in which you may be interested.

**ROYAL METAL  
MANUFACTURING CO.**  
Michigan Boulevard  
at Park Row  
CHICAGO  
NEW YORK—LOS ANGELES—  
TORONTO

# Royal

"Metal Furniture Since '97"

\*Purposely limited to \$1,500,000 is the annual sale of Royal furniture. Reasons: Company's chief executive thus permitted to personally watch quality; to know each worker by name; salesmen thus relieved of constantly rising quotas, and the necessity of high-pressure unwelcome buyers. If dealers cannot supply, buy from Royal's worthy competitors.

## LETTERS TO THE EDITORS

### Hollywood's "Everyday Life"

Sirs:

Some of our most prominent business men have complained to us concerning the photographs and article devoted to Hollywood in your issue of May 3. Naturally, we appreciate any reasonably accurate and fair publicity given to our community. We do think, however, that a little investigation or a request to us would have brought you more up-to-date pictures.

We are not so concerned, however, as to the pictures, as we are by the fact that no attention is given in the article to the fine, substantial part of the community represented by over 150,000 people whose lives and living habits are just as stable and useful as those of people to be found in any other city of the United States.

We are proud of the Motion Picture Industry and all that it means to the cultural, educational and amusement facilities of modern life; but contrary to the inferences in your article, the froth and glamour of the publicized portion of the industry is not the everyday life of any except a very small minority of our citizens.

Hollywood is the home of the greatest musical activity in the world. The Hollywood Bowl with its symphony concerts, its operas, ballets, and great Shakespearean productions—it is the home of one of the finest and best known passion plays in the world, the Pilgrimage Play, which occupies its own theater in the hills of Hollywood. It is the home of more nationally known painters, sculptors, musical composers, authors, and other substantial artists probably than any city of its size in the world. It has as fine and as frequent churches and better public schools and school buildings in all probability than any other city of its size in this country. It is the home of the world's outstanding Easter Sunrise Services given each Easter morning in the Hollywood Bowl at sunrise, and attended by from fifteen to twenty-five thousand people yearly.

Within five miles of my office are two of the outstanding universities in this country, one or both of them would find a place in the first ten universities that might be listed for the United States in almost any branch of university statistical information. One of these is a State University, one a privately operated institution. Within three miles is the country's largest Junior College—also publicly operated, and an outstanding religious college, which is small in the number of students but not in its influence.

Within two miles is the entrance to either the largest or second largest municipal park in the United States containing within its boundaries some of the finest recreational possibilities available in any city, including golf, swimming, tennis, baseball, bowling on the green, and other forms of playground activities. In addition, on a prominent peak overlooking the entire community of Hollywood and city of Los Angeles, is one of only three planetariums in the United States, the other two being in Philadelphia and Chicago respectively. At the base of this mountain is the publicly owned Greek Theater, seating five thousand people and with

(continued on page 6)

## SAVED By the little red arrow!



## NOT-OVER-50 ON THE HIGHWAY Means Greater Safety on City Streets

"Not-Over-50" Club drivers can usually stop in time to avoid an accident. Reminded by the little red arrow pasted on their speedometers to keep under 50 on the highway, they automatically slow down on approaching a town to a speed that is safe for city streets.

But speeders do *not* slow down to a safe speed. They only *think* they do—then it's too late—too *tragically* late to save a life.

Lumbermens organized and maintains the "Not-Over-50" Club as a contribution to the national safety movement. Anyone may join. No obligation.

Lumbermens attracts individual drivers and fleet owners because its careful selection of policyholders, and its safety measures make for fewer accidents, which in turn means worthwhile dividends to policyholders. That is why Lumbermens policyholders "save with safety" on their automobile insurance.

### Safety Packet Sent FREE on Request

You do NOT have to be insured by Lumbermens to join the "Not-Over-50" Club, nor do you place yourself under any obligation whatever by sending for this material. Fleet owners may have insignia for every car. "Safety Packet" contains: Red arrow for speedometer, transfer for window, safe driving rules, club creed and pledge card to return. Absolutely free. Mail this coupon TODAY!

## LUMBERMENS MUTUAL CASUALTY COMPANY

Division of Kemper Insurance

"World's Greatest Automobile Mutual"

HOME OFFICE: MUTUAL INSURANCE BLDG., CHICAGO, U. S. A.

**START  
SAVING LIVES  
Today**

"NOT-OVER-50" CLUB, 4750 Sheridan Road, Chicago, Illinois

Please mail me.....safety packets described above. I understand that these insignia are free and that this places me under no obligation.

☐ Also send me your booklet *How Careful Driving May Pay You a Dollars and Cents Return.* L-4

Name.....

Address.....

City.....State.....



The Red Arrow Reminder



Rear Window Insignia



Safe Driving Pledge



# GERTRUDE NIESEN LIKES CLOSE HARMONY



**Popular Radio and Screen  
Star Chooses Smart G-E  
Clocks to Decorate Her  
New Hollywood Home.**

You've heard Gertrude Niesen over the radio! Or in "Top of the Town". In her new home you'll find this G-E clock—the "Haverhill"—a chime model of striped mahogany. . . . . \$26.50.

There's close harmony between the appointments of Miss Niesen's dressing table, and the little silver G-E alarm clock that wakes her every morning. The "Geneva" (below) also in gunmetal grey or midnight blue glass. . . \$5.95.



You naturally want your home furnishings to be smartly harmonious. G-E's wide variety of styles makes it easy to choose a clock for every setting. See them wherever good clocks are sold.



Radio programs are timed to the split second. That is why when rehearsing at home Miss Niesen depends on the G-E "Duncan". Blue or black Catalin, with gold ball feet. . . . . \$3.95.

Reflecting the dignity of Miss Niesen's library is this always quiet, always accurate G-E clock. It's called "Brevet". . . . \$7.95.



**GENERAL ELECTRIC**  
*Self-Starting Clocks*

## LETTERS TO THE EDITORS

(continued)

stage and other equipment provided for the finest in outdoor entertainment.

These are just a few of the things that any resident of Hollywood would be apt to tell you about should you make inquiry concerning the everyday life of the vast majority of our people.

CARL BUSH  
Executive Secretary  
Hollywood Chamber of  
Commerce,  
Hollywood, Calif.

Mr. Bush is behind the times. A fourth U. S. planetarium has been in operation for a year in Manhattan as part of the American Museum of Natural History.—ED.

### Mormon Party

Sirs:  
In your May 10 issue you ask what parties LIFE's readers like to see LIFE attend. I suggest the Mormon Church party at Zion National Park in Utah.

H. E. JOHNSTON  
Muskegon, Mich.

### Strawberry Festival

Sirs:  
May one of your original subscribers suggest that you send one of your photographers to Buckhannon, West Virginia, to attend the "Annual Strawberry Festival?"

W. G. MERRELLS  
Clarksburg, W. Va.

### Municipal Hallowe'en

Sirs:  
Don't forget Spokane's great fall festival carnival, the annual municipal Hallowe'en.

GEO. B. WRIGHT  
Spokane, Wash.

### Rhododendron Festival

Sirs:  
I take this chance to invite you to attend "The Rhododendron Festival." This gala event is held in Asheville, North Carolina.

T. H. ROBERTS  
Renovo, Pa.

### Founder's Day

Sirs:  
At a meeting of the Board of Governors of the Girard College Alumni, the writer was authorized to invite LIFE to the annual Founder's Day party of the Girard Alumni.

JOHN J. O'DONNELL  
Philadelphia, Pa.

### Old Guard

Sirs:  
Next February don't omit the Old Guard Ball in New York.

WILLIAM A. LORD JR.  
Newark, N. J.

### Preakness Ball

Sirs:  
URGE YOU TO COVER PREAKNESS BALL TO BE HELD FIFTH REGIMENT ARMORY, BALTIMORE, FOLLOWING RUNNING OF HISTORICAL PREAKNESS RACE. FEEL SURE THAT THIS PARTY WOULD BE IDEAL FOR LIFE.

ALFRED GWYNNE  
VANDERBILT  
Baltimore, Md.

**DU PONT PAINTS**  
for  
**EVERY PURPOSE**  
in Home and Industry

**USED..BUT IT  
LOOKS LIKE NEW**



"Look At This One!" Among a lotful of weatherbeaten used cars, a gleaming car stands out like a sore thumb.



"Let's Take It!" Bought because it has been reconditioned and has a finish that makes it look like new.



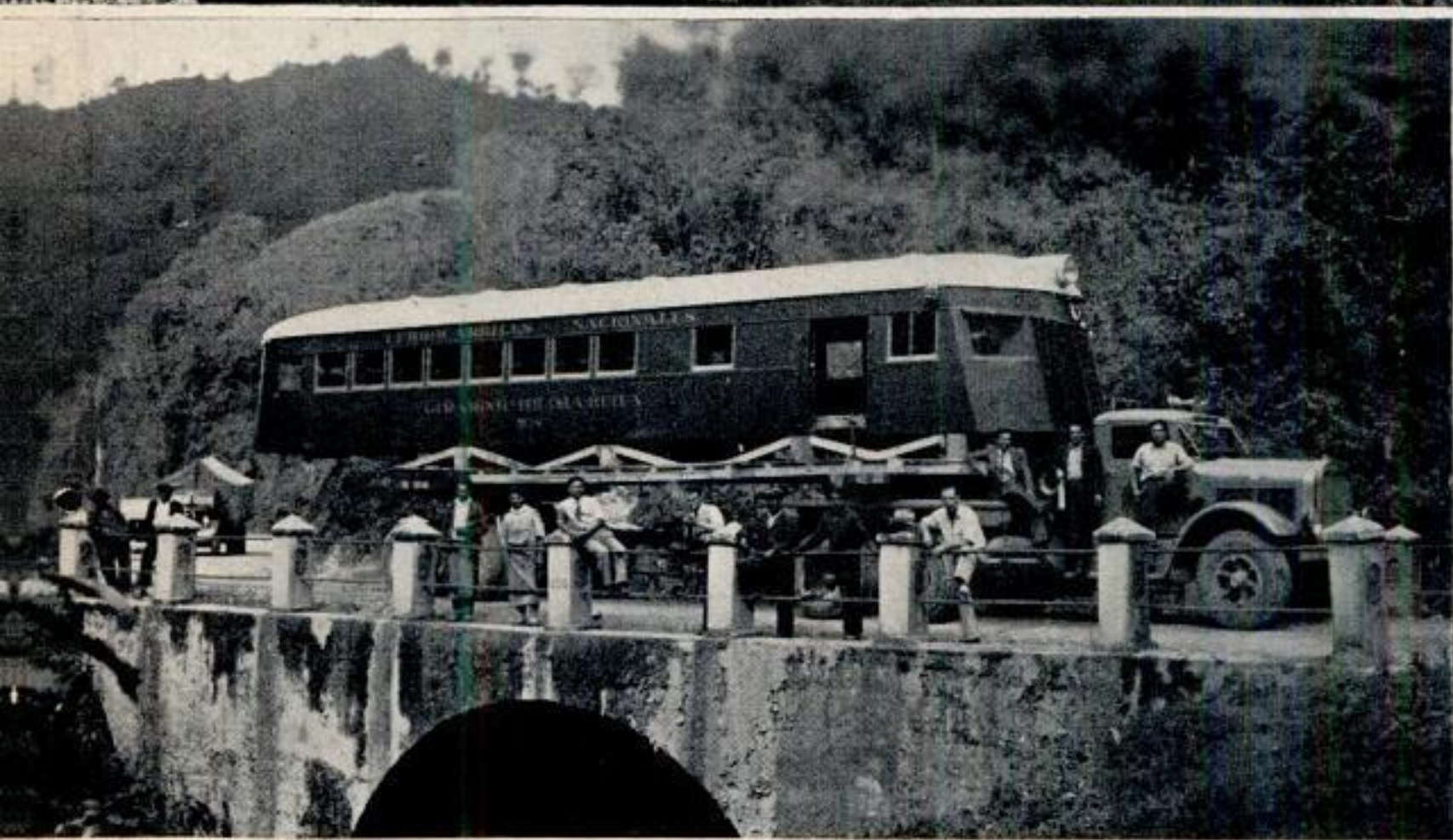
"New Car, Bill?" asks envious neighbor, as Bill displays his buy. The neighbor needn't be envious, because most used car lots and showrooms have other cars in all price ranges that have been given new beauty with Du Pont "Duco" or "Dulux." When you buy a used car, be sure it is finished in "Duco" or "Dulux"—finishes that will keep their good appearance for a long, long time.



Paints..Varnishes  
Enamels..Lacquers  
**DUKO-DULUX**



# WHITES AROUND THE WORLD



**News! Train goes for ride!** The operating chiefs of the Colombian National Rys., with headquarters at Ibaque, Colombia, are resourceful men. Having need recently for moving a railway coach over the mountains and no convenient tracks, they called on one of their large fleet of Heavy Duty Whites, literally, to take a train for a ride. Despite steep grades and the tremendous weight of the awkward load, the White performed in typical fashion.

## World's biggest trucks moving a mountain.

Mother Earth is having her face lifted on a grand scale out West, where four monster White Dump Trucks like this have begun the prodigious task of removing 4,500,000 tons of mountain. Each truck carries as much as a standard railroad dump car and, in completing the job, the Whites will make 125,714 trips. They are yielding remarkably low operating cost per ton mile.

## How not to miss your train. (right)

Statistics show that if all the people who miss trains in New York every day were laid end to end they would reach to where the one from farthest away was going. But people don't miss Baltimore & Ohio trains because 20 dependable, always-on-time White Streamlined Coaches ply between 14 conveniently located stations in Manhattan and the terminal in Jersey City. Not one has ever missed a train!



## A Star and his hobby.

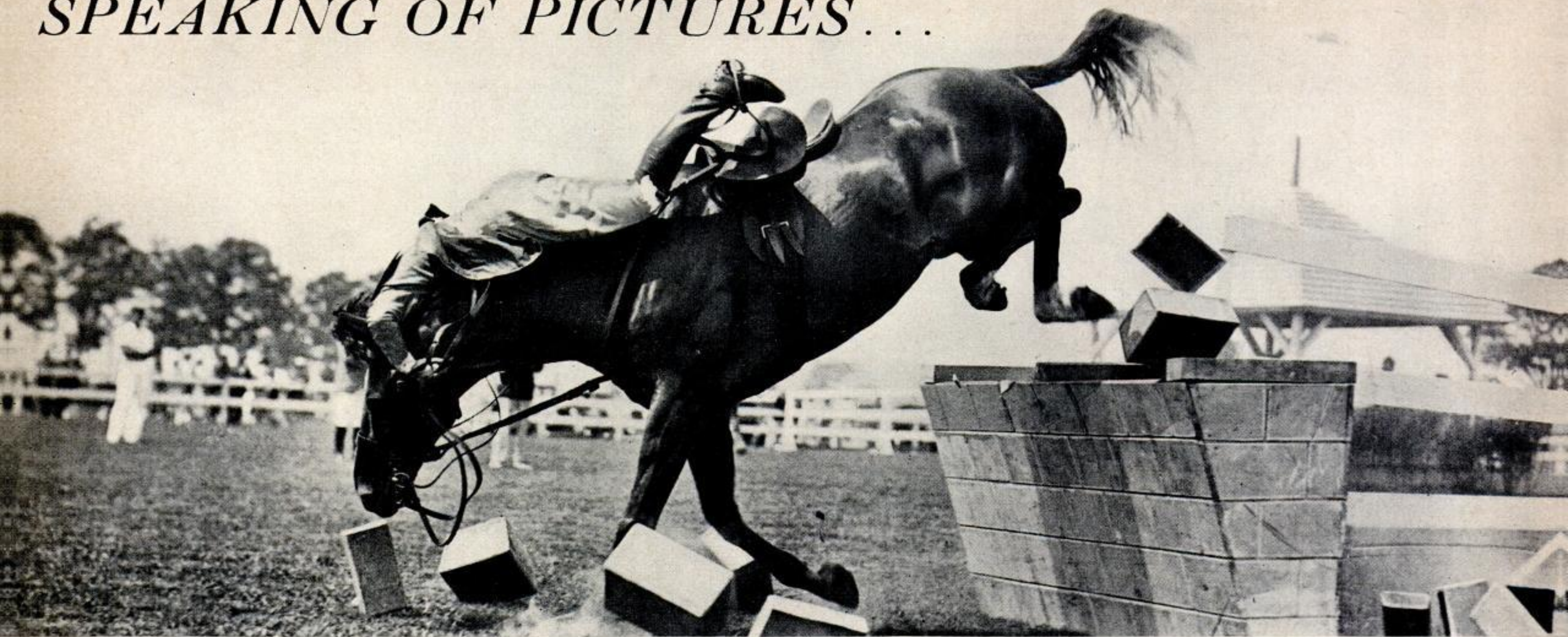
At long last, James Melton, singing star of radio and the movies, has satisfied his ambition to own a White just like the one his father owned when son "Jimmy" was too young to drive. It's a 1910 model—was 26 years and 243,000 miles old when Melton bought it—but still agile enough to behave itself in New York traffic. Melton is shown at the wheel, breezing up Fifth Avenue, with Jessica Dragonette and Lanny Ross also getting plenty of breeze.



**Broadway Special is a white White.** (above) When New York City recently decided to buy the most modern sanitation trucks of any city in the world, 105 Whites of this type were bought. But only this one is a white White, all the rest are olive drab. This one operates on Broadway, you see, where the problem is what to do with worn out light bulbs instead of razor blades, and where the city's "Keep Clean" activities can be dramatized to millions by a spotless, white White refuse truck.



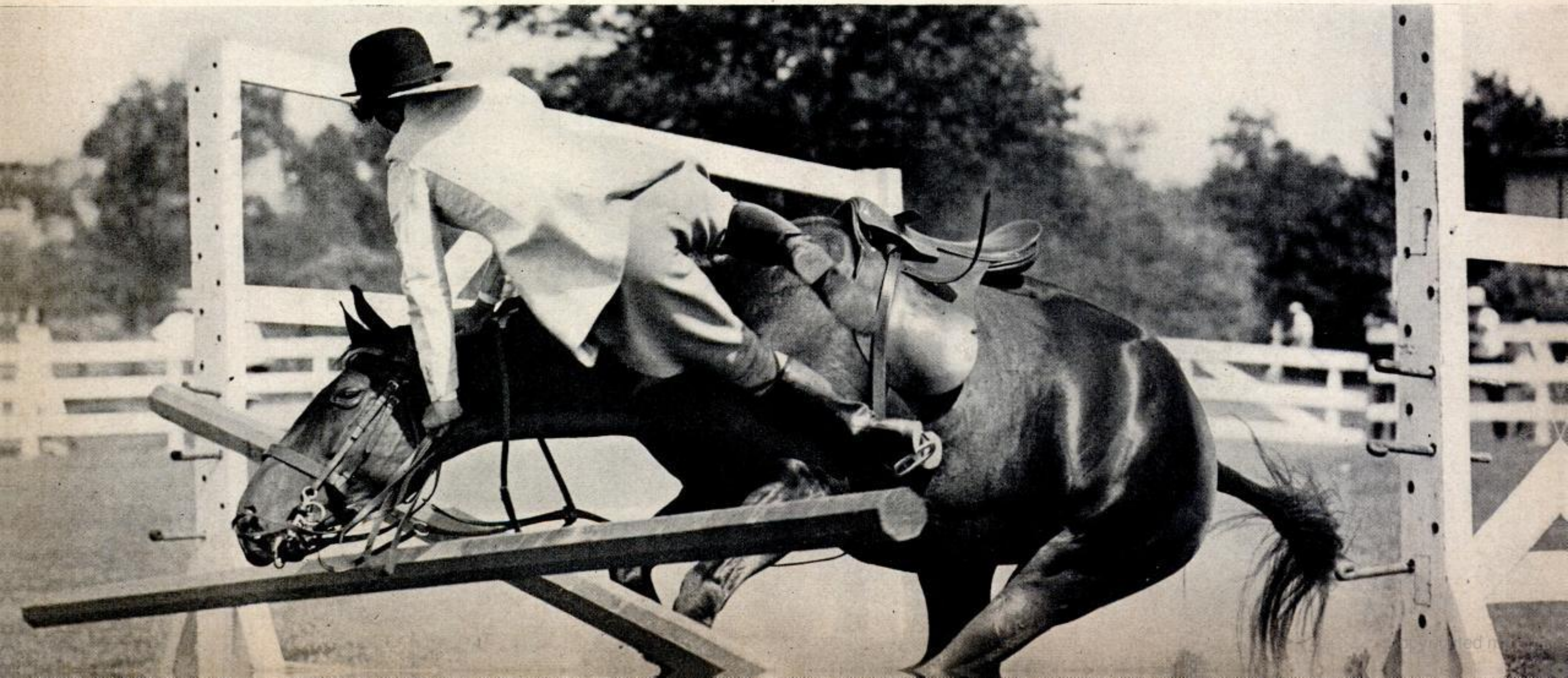
# *SPEAKING OF PICTURES...*



WAR CLOUD KNOCKS THE WOODEN BLOCKS FROM THE TOP OF A JUMP AND SENDS MRS. J. B. BALDING SLIDING OFF HIS NECK



ABOVE: CAMERAMAN KLEIN CATCHES GEORGE HOBLIN A FEW INCHES OFF THE GROUND. BELOW: KATHRYN LORD'S MOUNT REFUSES A LOW JUMP





## KLEIN'S CATCH FALLING RIDERS



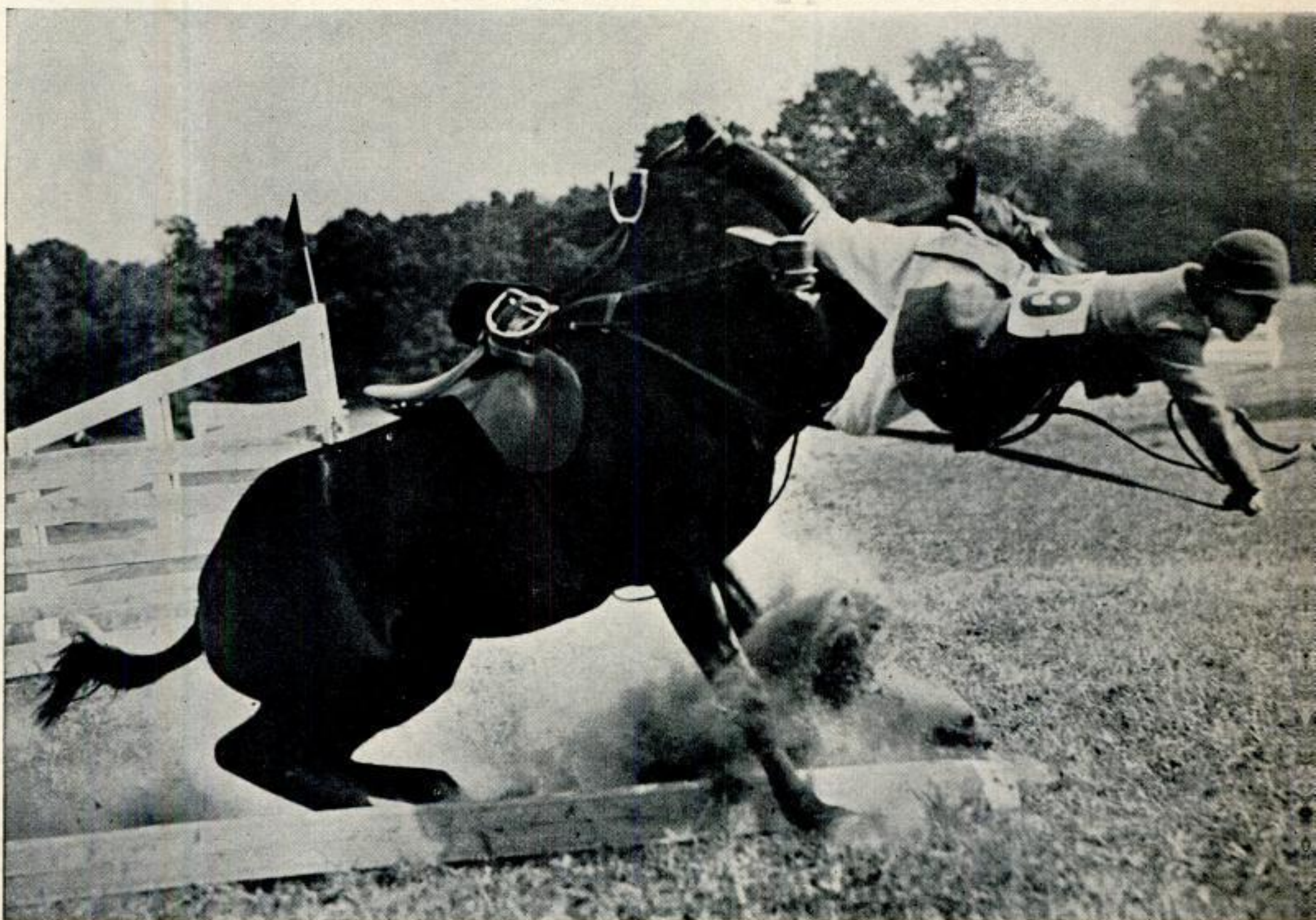
CARL KLEIN

The photographs on these pages are selected from a comprehensive modern collection of pictures of people falling off horses. They were taken by Carl Klein (left) of Manhattan. Mr. Klein is a commercial photographer who specializes in pictures of antique furniture and of riders and horses going over jumps.

A fair number of riders, naturally, fall off their horses which lends zest to Mr. Klein's work. He takes his pictures not for zest, however, but for a living. He goes to almost every big Eastern horse show, stations himself near a jump, sells the photographs he takes there to riders or owners. Riders want the pictures either to keep in a memory book or to study for riding fault. Some of them object to pictures showing them falling but the more scholarly horse people are glad to buy even these pictures, ignoring indignity for the sake of information. Mr. Klein, who is 37, has been taking horse-show pictures for 16 years. He has half a dozen competitors, notably Herman Haas, the leading horse-show photographer in the U. S. Mr. Klein makes a nice living, likes to remember the time that one horse-lover ordered \$1,000 worth of prints. He rides himself but he wouldn't dream of trying to take a jump.



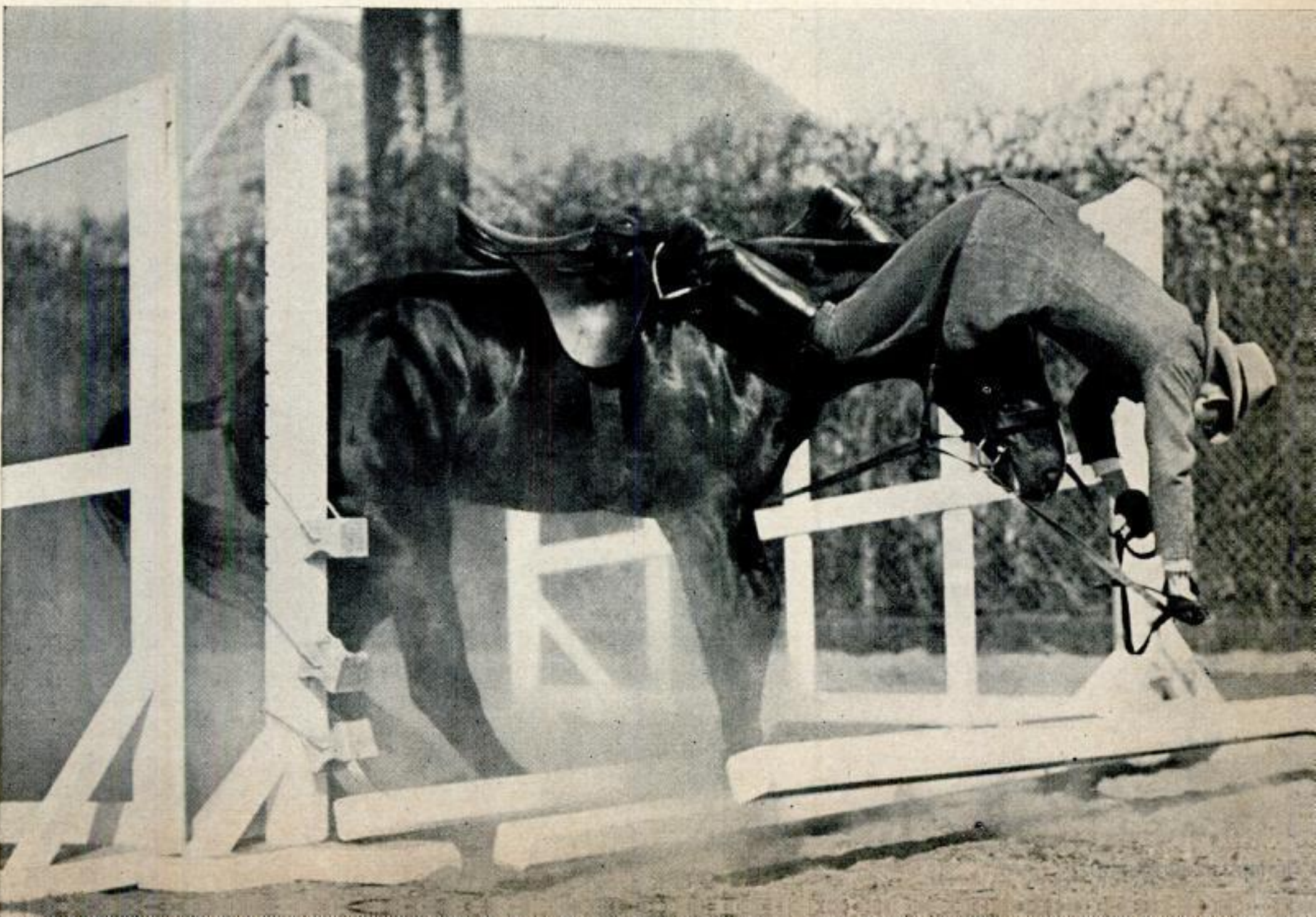
DR. ROLPH PRYM GOES OVER A WALL WITHOUT HIS BRAVE STEED, GALWAY



TWO WAYS TO FALL, ONE BY MARY CLOTHIER (ABOVE); THE OTHER BY CLIFFORD WEIHMAN (BELOW)



MRS. JAMES C. CLARK TAKES HEADER





# Science looks at...whiskers

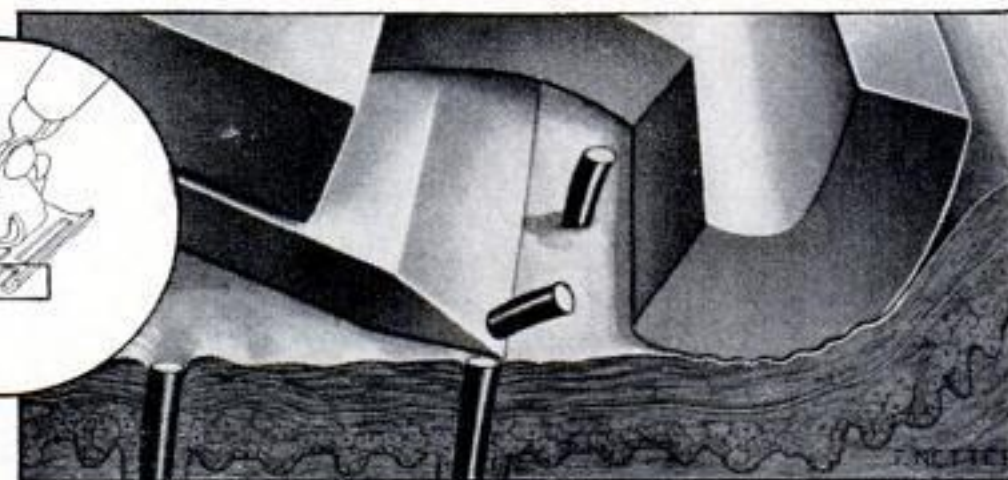
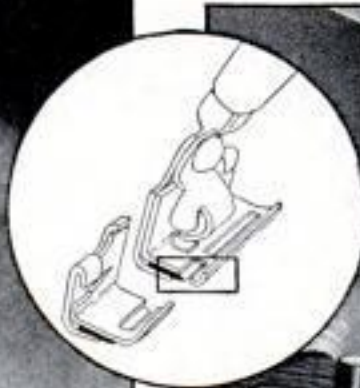
Every day of his life, man must shave. It takes time, it causes him trouble, it costs him money. Yet how much does man actually know about it? "Practically nothing," declared one of America's greatest independent research institutes about five years ago, and so went to work to get some really scientific knowledge about removing whiskers. This is No. 1 of a series, based on the findings of that five-year study.

**SHAVING A HAIR SHAFT** would be far simpler but for two complications. First, the whisker is set in a *yielding* rather than rigid base. The skin, like soft rubber, lets the whisker bend over when the blade strikes it, making a difficult cutting angle. Second complication is irregularity of the skin surface. Tiny microscopic ridges and furrows cover the face, and the whisker itself grows in a slight "pit." Problem is to cut the whisker cleanly at, or below, actual skin line, without nicking tops of the mound which rise around it.

CROSS-SECTION  
OF OUR OLD RAZOR  
ILLUSTRATING ITS  
ORDINARY  
TOOTH TYPE  
PRINCIPLE



**HERE, GREATLY ENLARGED,** is a side view of the tooth-type razor cutting a whisker. Its combing "teeth" (see circle) are not so designed as to stretch the skin taut enough to hold the whisker firm; it bends over as the blade cuts through it. This operation "pulled," did not feel comfortable to the shaver . . . left a long-pointed stub which his wife will complain of before the day is over. Notice (dotted lines) how the top of a ridge was nicked by the blade. Hardly visible to the naked eye, such nicks are nevertheless painful, cause "smarting" feeling you have after a bad shave.



**THIS, SAYS THE INSTITUTE,** is a close, comfortable shave. The razor: a Schick Injector, which the five-year-research helped to perfect. Its chief advantage (in this particular problem) over the razor above is the "Guide Bar." Its surface is *flat*—not comb-like—has a slight "tread" which grips the skin, stretches it taut ahead of the blade. Notice how the whisker, held firm by the taut skin, did not bend from pressure of the blade . . . was cut off evenly with no long-pointed stubble to show or be felt. Notice, too, how the tiny ridges and furrows are pulled out flat and smooth, out of the way of the blade edge. They didn't get nicked, there is no "smarting" afterward.

**NO SLIGHT OF HAND THIS**...merely the quick, convenient way blades are changed in the Schick Injector Razor. Blades are sealed in a coating of oil in a metal Injector. A mere pull and push of a trigger shoots the old blade out, a fresh one in. Nothing to unwrap, take apart, twist or unscrew. Handy!



**\$200 WITH 20 BLADES**

**NOT THE USUAL "TWO BITS,"** but "two bucks" is the cost of the Schick Injector Razor (\$3.00 in Canada). Many men, grateful for the first really comfortable shaves in their whole lifetime, say it would be a bargain at *twenty* dollars.

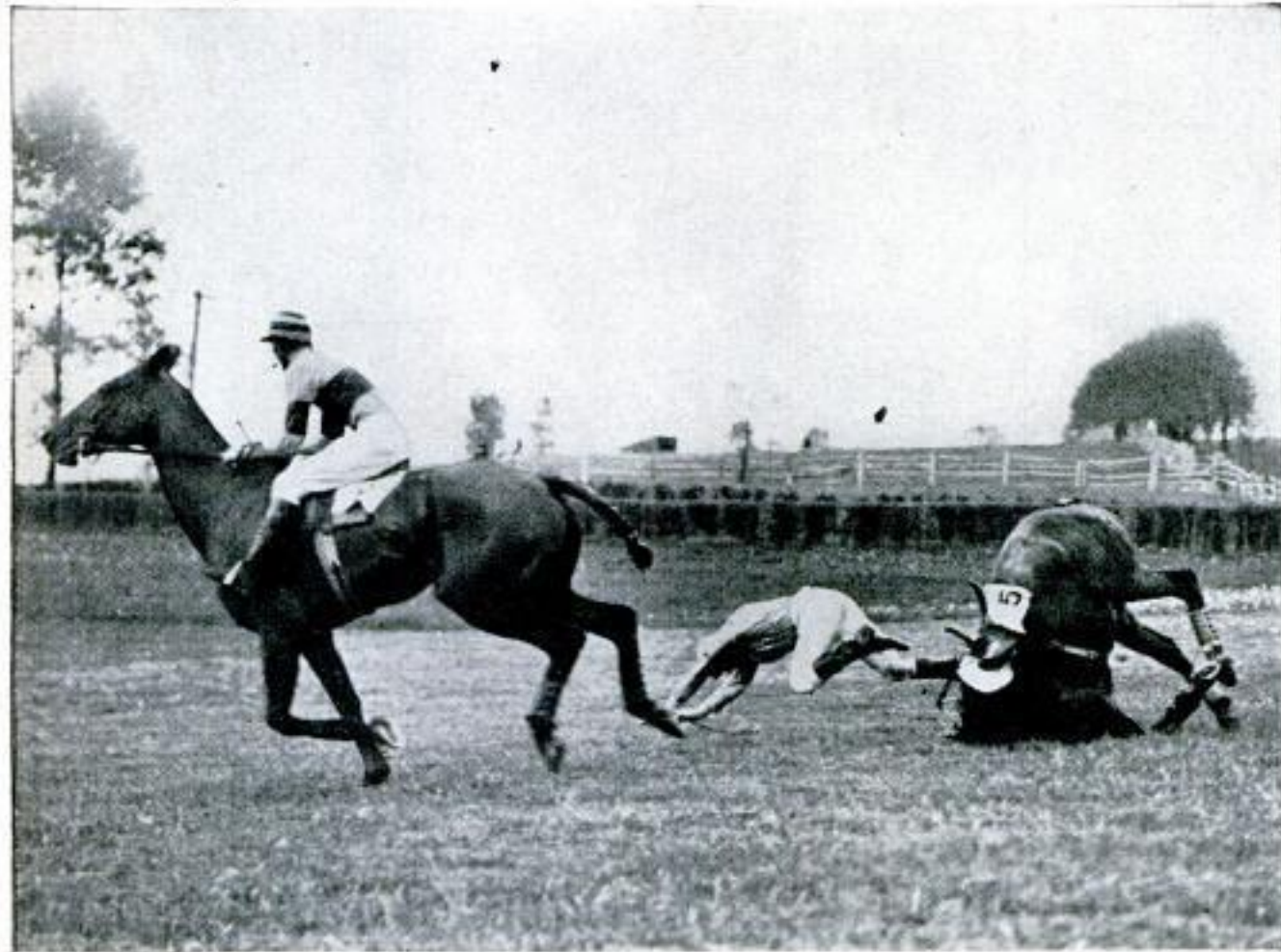




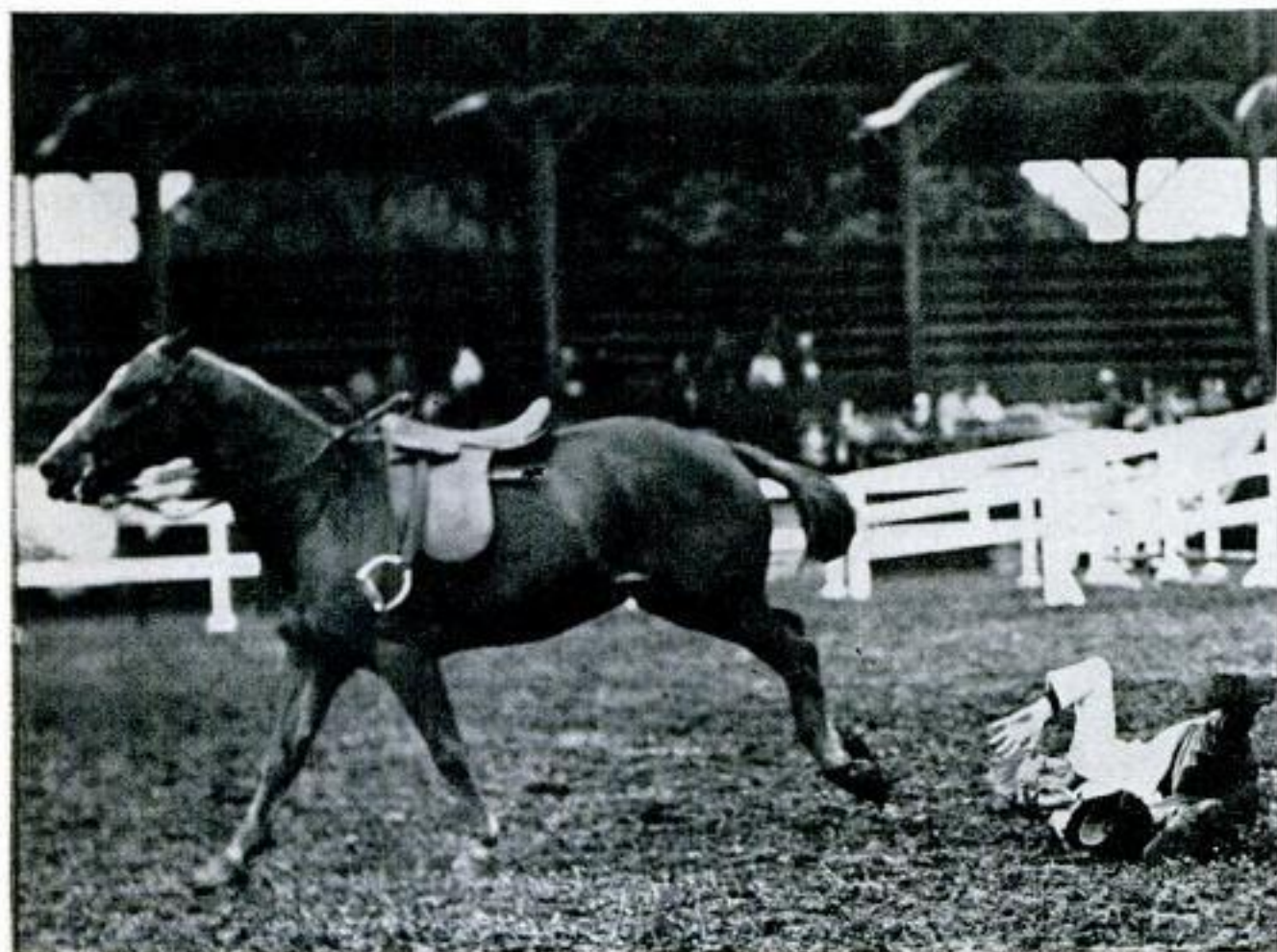
# SPEAKING OF PICTURES

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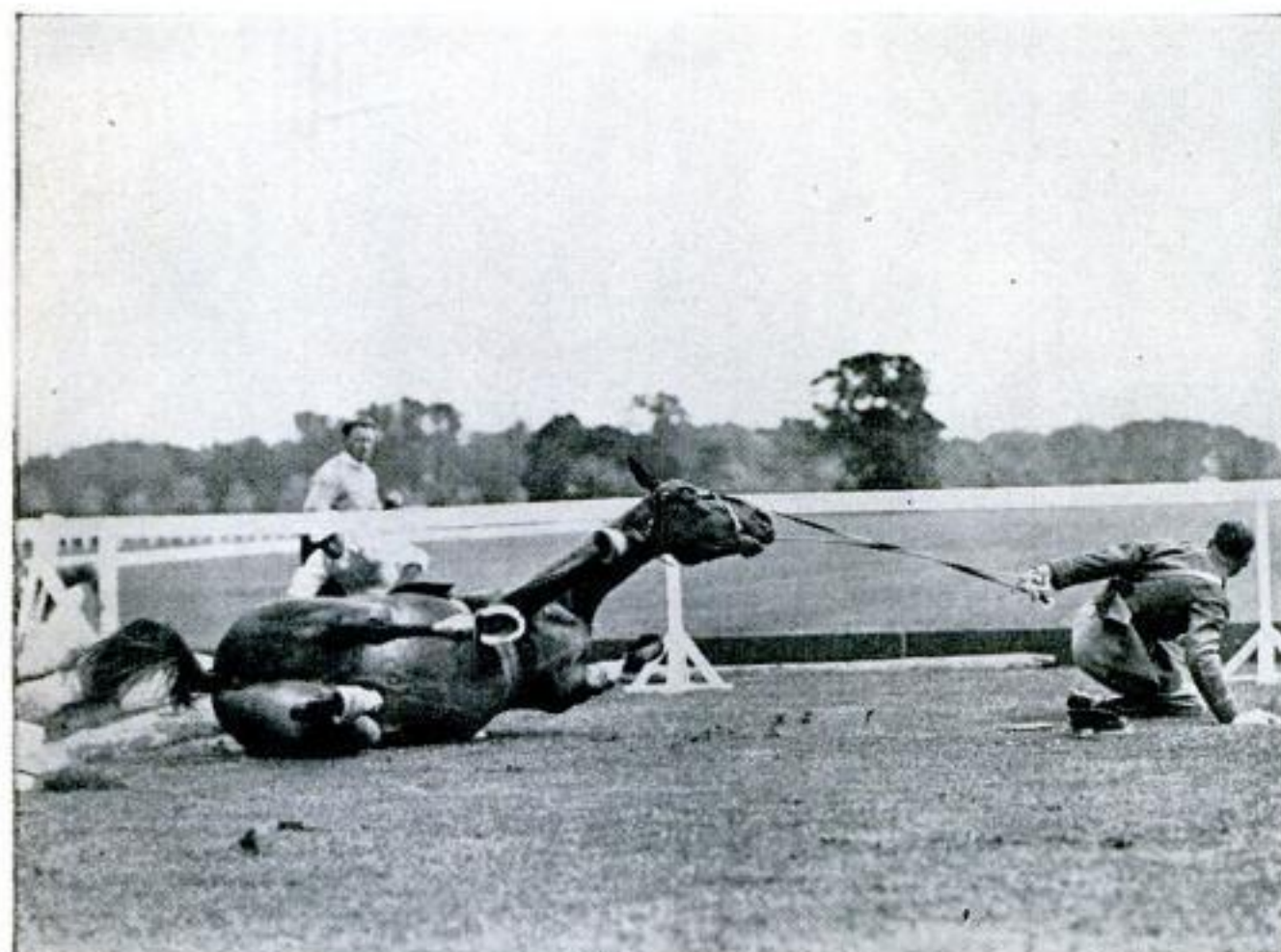
**M**r. Klein's clear pictures are taken with a Speed Graphic at shutter speeds of from 1/600th to 1/1000th of a second, an aperture of f 6.3. So completely do they stop action that sometimes they seem actionless. Mrs. Clark, on page 9, seems to be standing calmly on her hand. Miss Clothier, also on page 9, suggests a wired dummy, suspended stiffly in mid-air.



THE LATE NOEL LAING IS THROWN BY ROYAL BONNIE



TOODLES CLEARS THE JUMP BUT HER NERVOUS RIDER FALLS



LIEUT. H. C. HINE PULLS THE FALLEN LULU TO HER FEET

**I SEE A DARK MAN GOING OUT OF YOUR LIFE!**

**THAT NIGHT**

THAT FORTUNE TELLER WAS CERTAINLY RIGHT ABOUT THAT DARK HAired MAN, SUE! I HAVEN'T SEEN TOM IN WEEKS!

I THINK I KNOW WHY, ANN! AND IF YOU'LL TAKE SOME SISTERLY ADVICE, YOU'LL SEE DR. LANE ABOUT YOUR BREATH!

ANN, TESTS PROVE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. AND TESTS ALSO PROVE THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

**COLGATE DENTAL CREAM COMBATS BAD BREATH**

"Colgate's special penetrating foam gets into the hidden crevices between your teeth... emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens enamel—makes teeth sparkle!"

**THEN... THANKS TO COLGATE'S**

**NOW—NO BAD BREATH BEHIND HER SPARKLING SMILE!**

...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

**COLGATE RIBBON DENTAL CREAM**

**20¢ LARGE SIZE**  
Giant Size, over twice as much,  
**35¢**

Tested and Approved  
—2273  
Good Housekeeping Bureau  
COLGATE PASTECORP. CO. NEW YORK, N.Y.



**COMIN' ROUND  
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OLD QUAKER hits a high note for quality. Our theme song is, "There's A Barrel Of Quality In Every Bottle, But It Doesn't Take A Barrel Of Dough-Re-Mi To Buy It." Folks say, "If it's OLD QUAKER, it's OK!"

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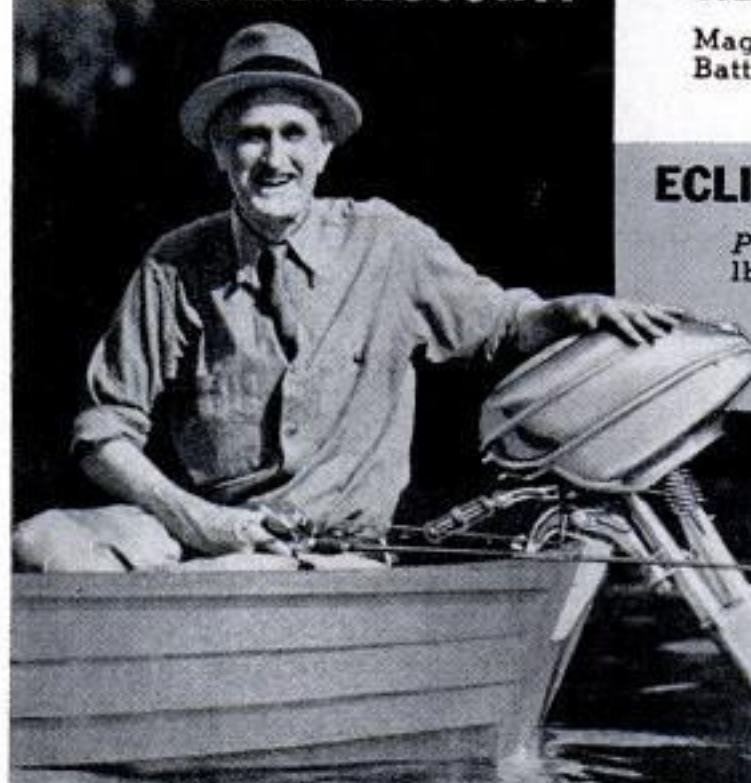


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**"STARTIN'-EST"**  
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MAGNETO IGNITION  
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THE whole family can enjoy outboard motoring now, thanks to Bendix modern aircraft engineering! Choose an Eclipse Air Cooled instant-starting Outboard for your summer camp and you won't need a mechanic in the family! **No exposed moving parts!** Scintilla-built ignition packs a 15,000-volt spark! Stromberg aerotype carburetion! No-Fume airstream cooling; silenced underwater exhaust! No water system to clog and corrode! Streamlined polished aluminum—weight 27 lbs.! Perfect for fishing—ideal trolling speed. Dealers and service all over America. Write for Eclipse Outboard Booklet.

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Positively silent! Weighs 20 lbs., runs on ordinary storage battery. Price \$36.50 complete, less battery, f. o. b. South Bend, Indiana.

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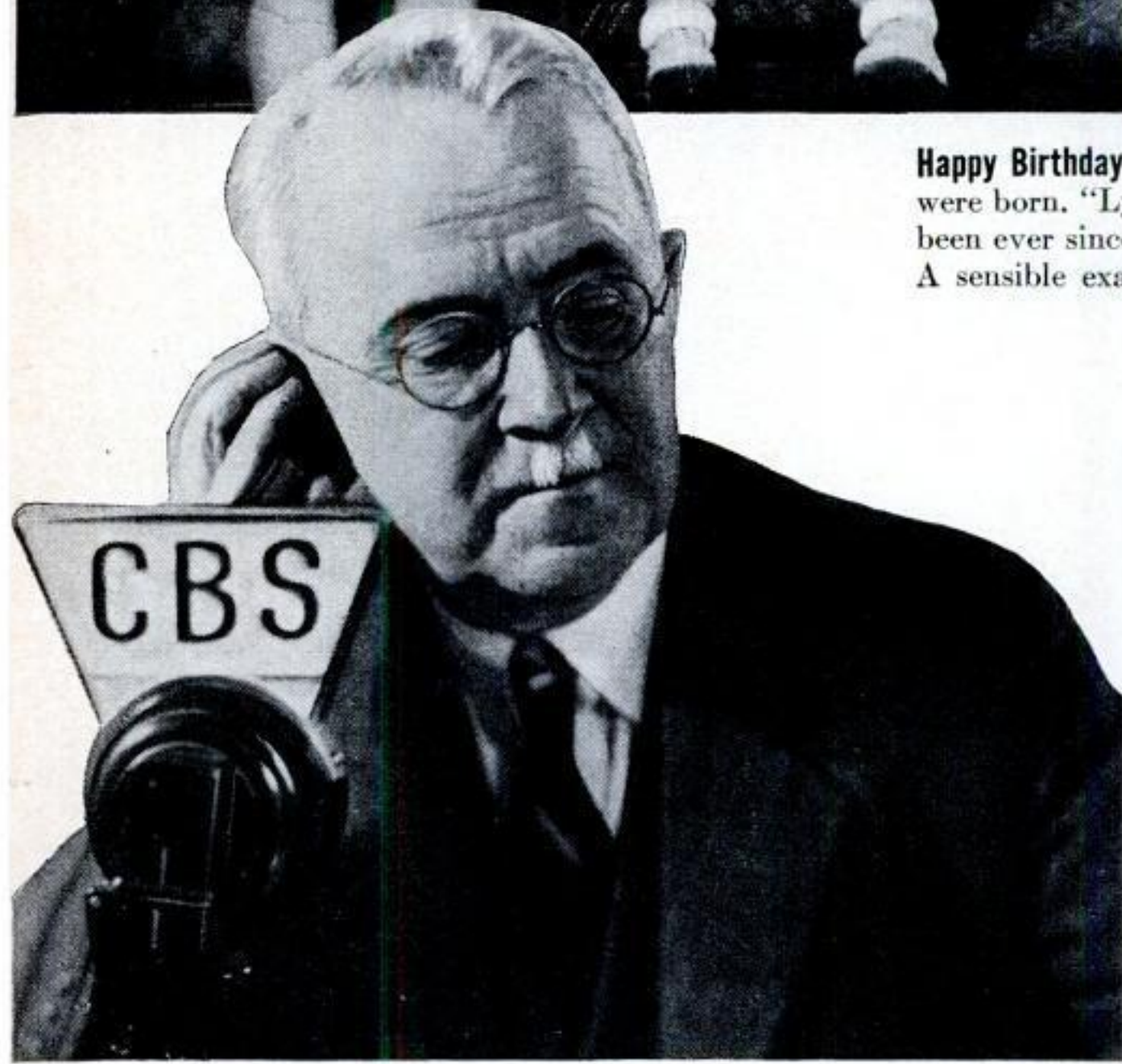
**ECLIPSE**  
AIR-COOLED  
OUTBOARD MOTOR





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**Happy Birthday!** Three years ago May 28th the Dionne quintuplets were born. "Lysol" disinfectant was on the job that morning, and has been ever since—helping to keep their surroundings *hygienically clean*. A sensible example for all mothers to follow, in scientific child-care.



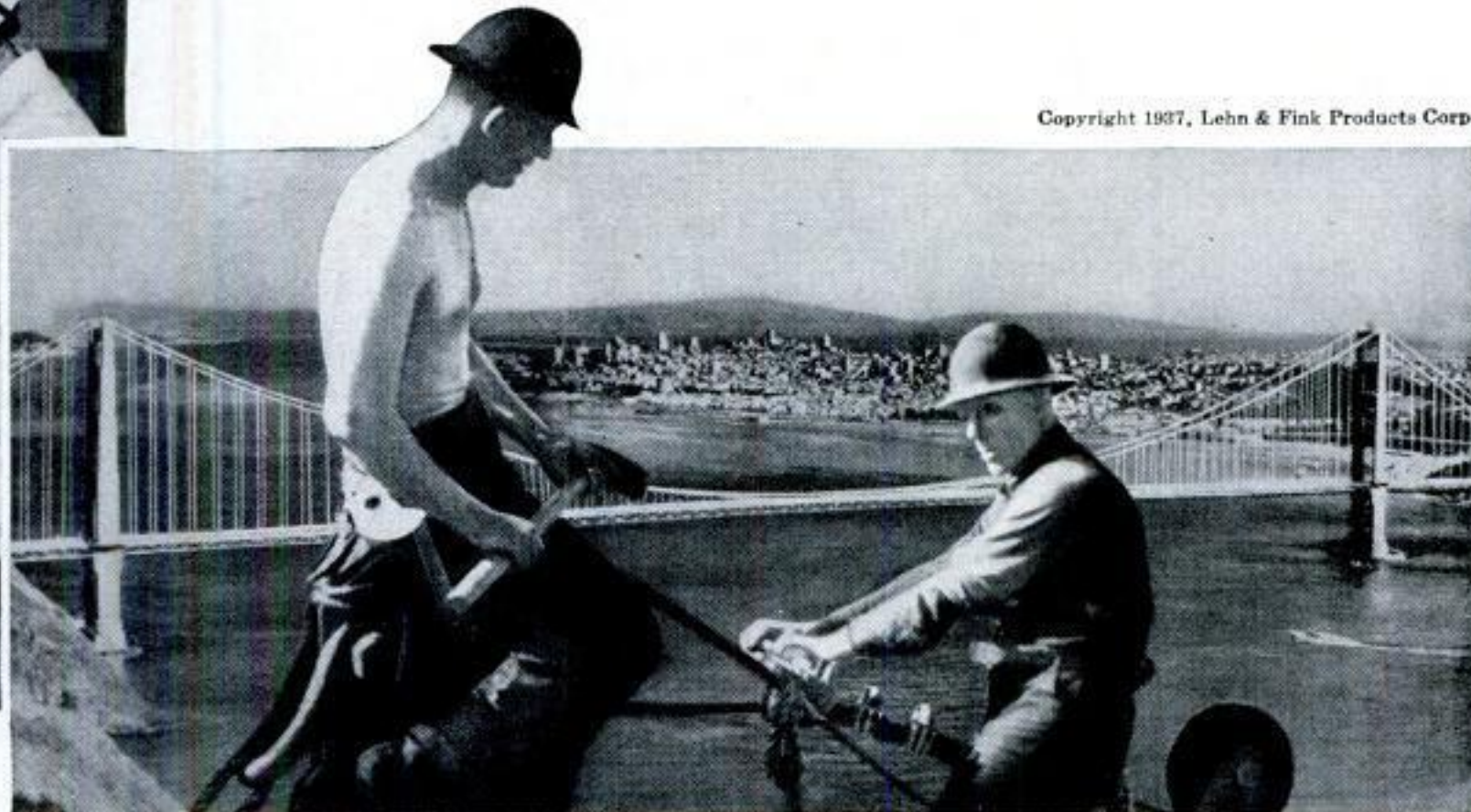
**Country Doctor.** Greatness was thrust upon the only doctor in medical history who brought quintuplets safely through perilous early months. Dr. Allan Roy Dafoe broadcasts helpful talks to mothers, with timely news about his wards, the Dionne babies, Monday, Wednesday and Friday mornings, on "Lysol's" coast-to-coast radio program, Columbia Broadcasting System.

## "LYSOL" WAS THERE!

**D**ANGER is the element that makes most news stories dramatic. No danger is more real, *more commonly unrecognized*, than the danger of Infection. In the birth and care of the quintuplets, Infection was a serious menace. *Hygienic cleanliness*, as one of the measures directed against Infection, has always been maintained, with the help of "Lysol" disinfectant, in the Dafoe nursery-home for these famous babies. • In flood disasters, one of the most serious dangers is the possible spread of disease from germ-laden refuse. Under the direction of many public health officials, "Lysol" was used in last winter's flood areas, to disinfect homes, stores, and their contents. Thanks to this and other proper precautions no serious epidemic developed. • The record of human events for 50 years is full of dramatic occasions in which "Lysol" disinfectant has played a part. But far more important is the daily service of "Lysol" in thousands of *homes*. Modern mothers and housewives surround their loved ones with *hygienic cleanliness* by using "Lysol" in household cleaning. Are you taking this sensible, economical precaution in *your* home? "Lysol" adds no work, hardly any expense, to housecleaning. • Lehn & Fink Products Corp., Bloomfield, N. J.



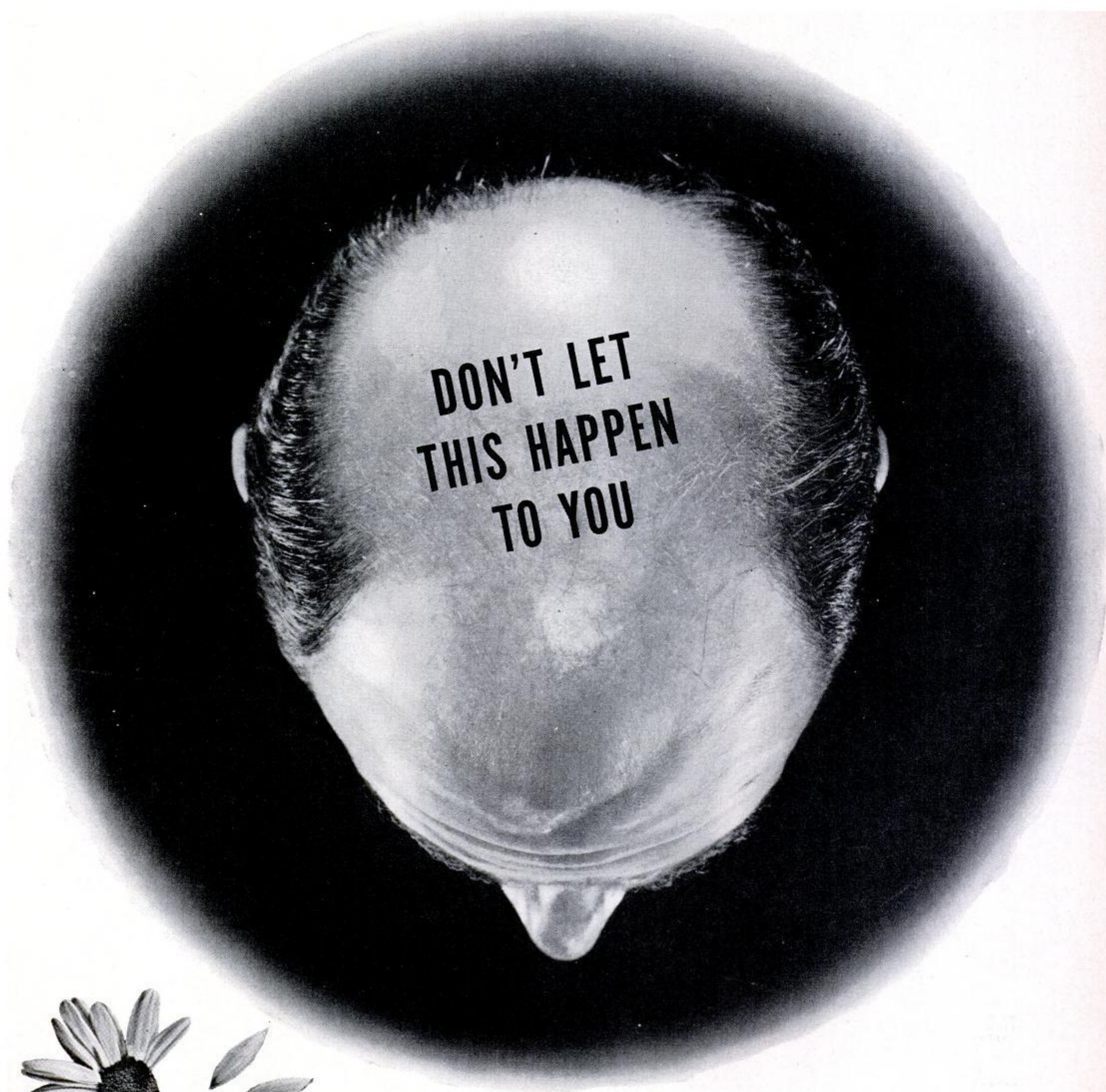
**Water Baby.** At Wheeling, W. Va., during floods, Mrs. Carrie Rollison awaited stork hourly in temporary "lying-in hospital". This unposed news photo, by International News, appeared in many papers. Note "Lysol" in foreground. "Lysol" provides *hygienic cleanliness* . . . an important precaution against risk of Infection, for homes as well as hospitals.



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**Bridge Champ.** A world record for suspension bridge length, the Golden Gate spans San Francisco Bay. In the emergency hospital, "Lysol" is used for general disinfection and delicate antiseptics. Over 17,000 treatments; not a single life lost through Infection. A world record in field hospital work, for which "Lysol" disinfectant is given much of the credit.





## *"She loves me, she loves me not"*

In the game of pulling petals from the flower, if it doesn't come out "happy ending," you can always toss the stem away, and pluck another posy.

But when the foliage falls from your head, it's a game of another rule. For hair once gone is gone forever, and you have the head for keeps.

Don't let this happen to you!

If dandruff litters your collar, if your hair is thinning at the temples and your comb gathers wool from your crown, if your

hair is dry and brittle or too oily, use Kreml morning and night and call for it in the barber shop.

Kreml cleanses, refreshes, stimulates the scalp and growth of hair. Kreml removes every speck of dandruff, and its beneficial oils help maintain a normal oil balance of hair and scalp.

A wonderful dressing, Kreml lends a healthful luster to hair and keeps it obedient to the comb without giving it that greasy, plastered-down look. Women, too, love Kreml for the alluring sheen it gives the coiffure. Ask your druggist for Kreml Hair Tonic.



# LIFE

Vol. 2, No. 22

May 31, 1937

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smell it...

We don't  
taste it...

But we know  
it's there!

## When gin really mixes...



It dissolves the sugar  
completely...

Makes friends with  
the lemon or the lime...



Subtly flatters the soda...

That's our idea of a mixing  
gin—one you don't taste or  
smell in the finished drink!

THIS is the kind of mixed  
drink Americans have  
made famous the world over.

Fleischmann's Gin is especially made for the American taste—especially made to mix. The secret of its ability to mix is a flavor formula known only to our "inner circle" and the office safe. When you order a Tom Collins, say: "Make it with Fleischmann's."

Distilled from American grain.  
90 Proof. The Fleischmann Distilling  
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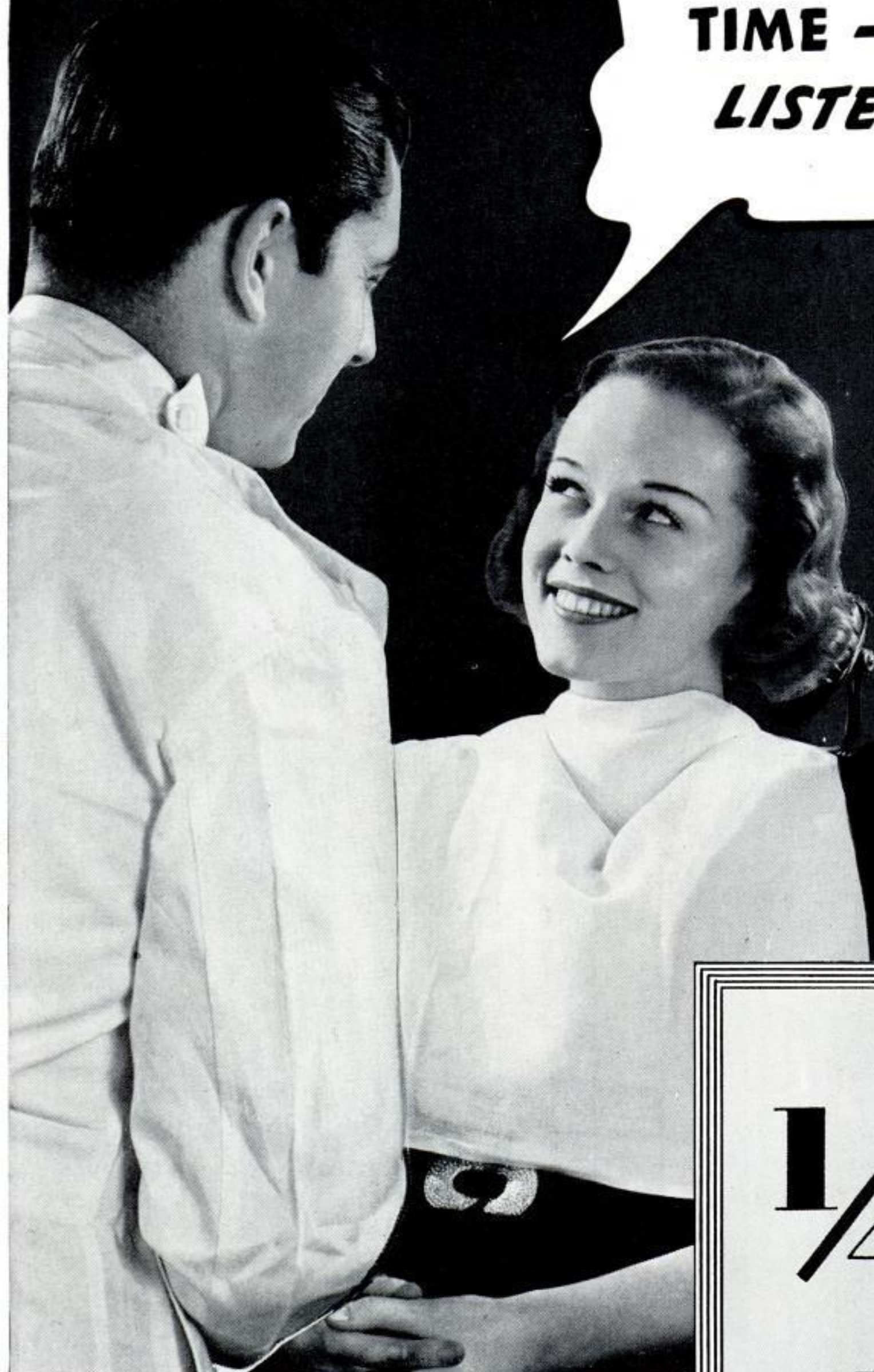


4/5 Quart

## Fleischmann's Distilled Dry Gin



**VERY LITTLE TO DO THIS  
TIME - YOU MUST BE USING  
LISTERINE TOOTH PASTE**



Over and over again, systematic users of Listerine Tooth Paste say:

"Since brushing my teeth with Listerine Tooth Paste, I find that I have less dental work when I go for the semi-annual check-up."

Such results might be regarded as mere coincidence were it not for the fact that so many men and women report similar experiences.

Laboratory research seems to support these opinions. Teeth brushed the equivalent of ten years with Listerine Tooth Paste show no harm to the precious enamel—not so much as the slightest mar or scratch.

Not all tooth pastes are so gentle or so thorough in their cleansing as Listerine Tooth Paste. When you choose it you know you are getting the utmost in merit and economy. In two thrifty sizes: Double Size 40c; Regular, 25c.

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1/4 POUND  
OF TOOTH PASTE IN  
THE DOUBLE SIZE TUBE**

**40¢**  
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**25¢**



**NEW TYPE  
TOOTH POWDER  
— soapless!**  
Omitting soap  
permits use of  
finer, more  
thorough cleansers  
**25¢ and 40¢**







TAKING THE STUMP, ACTRESS HAYES ENLISTS . . . . . HER FELLOW PLAYERS AGAINST LEGISLATION THREATENING THE FREEDOM OF THE STAGE

## HELEN HAYES HELPS SAVE THE AMERICAN THEATRE FROM CENSORSHIP

**T**he New York theatre is today the foremost stage of the world. On it, for the past quarter century, has been produced the world's best dramatic literature performed by the world's best actors. Theatre people attribute this distinction to the American tradition of free speech. Though at times this freedom has slipped out of bounds into license, it has enabled U. S. playwrights to develop a drama of fearless realism and glittering satire, inscribed with such names as Eugene O'Neill, Maxwell Anderson, George S. Kaufman and Clifford Odets.

To clean up the bedraggled fringes of its theatre, New York has resorted at times to the police, the courts and a citizen's jury. Sometimes a serious treatment of a delicate theme has been raided together with merely dirty shows. In such cases a civilized public opinion has generally rescued it.

But this spring, for the first time, the freedom of the New York stage was

seriously threatened. Largely at the instigation of the Catholic Church, which had cleaned up the movies with its Legion of Decency, a bill was hastily passed by the Legislature, empowering New York City's Commissioner of Licenses to close any play he deemed "immoral." Since most U. S. drama flows from the fountainhead of the New York stage, this measure would have made a political job-holder the supreme censor of the American theatre.

Actors, playwrights, producers and audiences promptly attacked the bill. Petitions were sent to Albany with audience approval. At a climactic meeting of 2,000 theatre workers and theatregoers in New York's New Amsterdam Theatre May 16, Helen Hayes (*above*) was cheered when she spoke the lines of the historic Queen she acts in *Victoria Regina*: "We are not amused." Three days later Gov. Herbert Lehman vetoed the bill and the U. S. theatre was saved again.



## "SAPHO" WAS BANNED IN 1900



When Olga Nethersole, of the famed tenacious "Nethersole kiss," was carried up this stairway by handsome Hamilton Revelle, New York audiences were scandalized. When both vanished, during a lowered curtain, in the doorway at the top, police closed the show.

## FEW PLAYS ARE CENSORED IN NEW YORK

Censorship is rare on the liberal New York stage. More than once in the past 40 years, have audiences objected and policemen raided; but only six out of a score of questionable shows have ever been closed. Of these perhaps not more than two (*Mrs. Warren's Profession* and *The Captive*) had any real artistic merit. The dawn of censorship came at the turn of the century when Olga Nethersole, acting the role of a Latin Quarter model, was carried to her bedroom by a handsome country youth. Bernard Shaw felt its blight a few years later in his highly moral *Mrs. Warren's Profession*. But not till after the World War were plays again molested. A procession of risqué comedies was challenged between 1921-27, but none was really stopped till Mae West appeared with her serpentine figure, her languid drawl, and two pornographic productions. A revival of the censorship ghost this spring has just been laid by Gov. Lehman's veto.

## "MRS. WARREN'S PROFESSION" WAS BANNED IN 1905



Police were shocked at this scene and nearly all the rest of Bernard Shaw's play about the mistress of a chain of bordellos whose daughter, brought up to be a lady, learns of her mother's past and leaves her. Egged on by Anthony Comstock, the police closed it after the opening night.

## "DAMAGED GOODS" GOT BY IN 1913



This French drama of a young man who learns from his physician that he has contracted syphilis created a furor when first acted by Richard Bennett and Wilton Lackaye. Backed by physicians for its didactic value, it was never closed. A revival of it this spring created only boredom.



## MAE WEST'S "SEX" WAS BANNED IN 1927



A sultry second act, laid in a Trinidad brothel, brought police raiders down on *Sex*, the first of Mae West's three homemade plays. It also brought her a \$500 fine

and ten days on New York's penal Welfare Island after a trial for "corrupting the morals of youths." Mae West indignantly defended her production as "educational."

## "THE DEMI-VIRGIN" DEFIED THE BAN IN 1921



Censorship talk started up after the War when this sex comedy was produced by Al Woods. Threatened by the license commissioner, Producer Woods got an injunction,

kept on running. Despite John Roach Straton's protests and the refusal of the N. Y. Times to mention its name in advertising columns, *The Demi-Virgin* became a hit.

## "THE CAPTIVE" WAS BANNED IN 1927



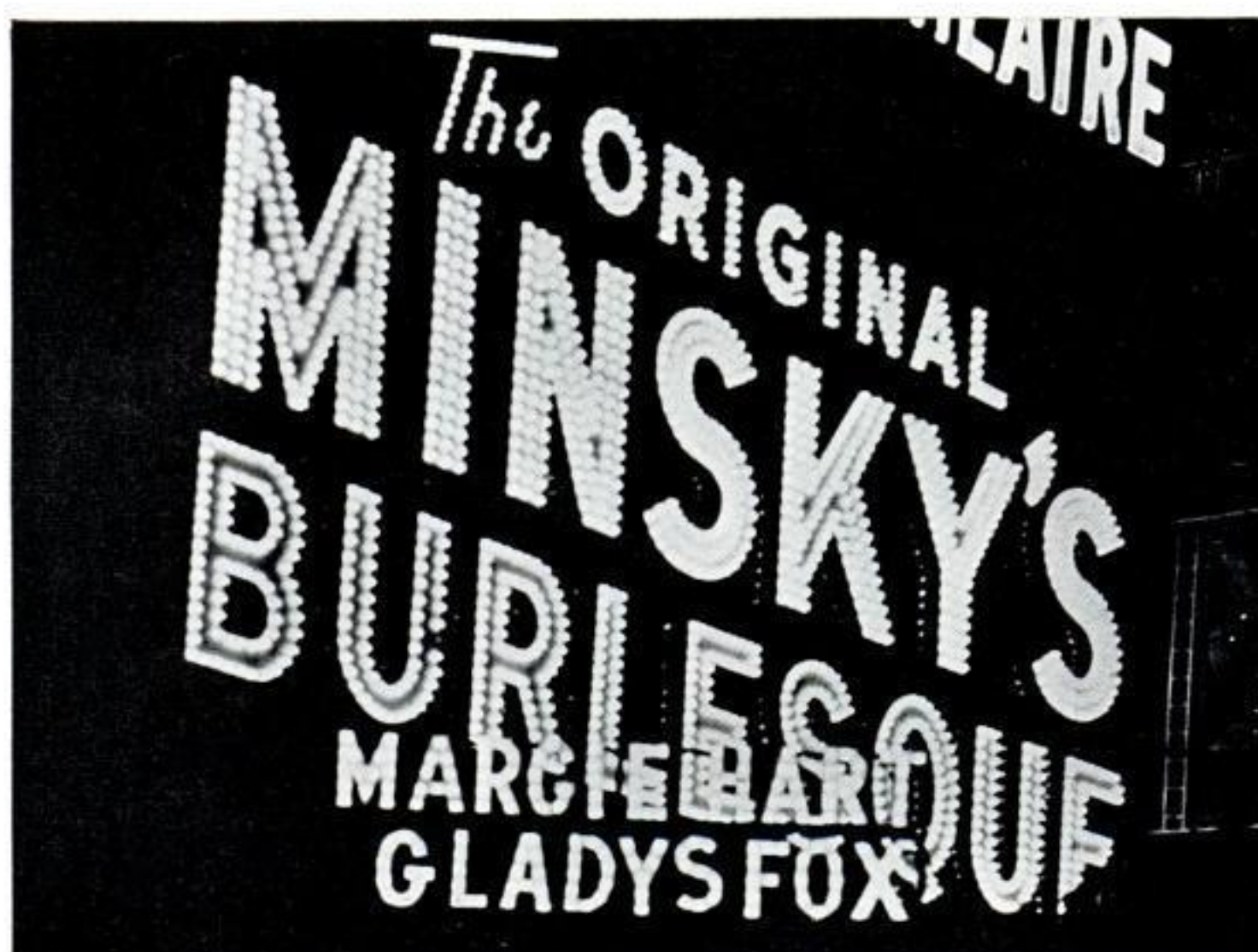
An abnormal love theme landed the cast of *The Captive*, including Star Helen Menken, in night court. A hearing called for the next day was never finished because Producer Miller called off the run then and there.

## "THE FIREBRAND" CLEANSSED, 1925



Love Scenes "culminating in prolonged osculation" by Joseph Schildkraut in this drama about Florentine Artist Benvenuto Cellini were ordered cooled and cut by the citizens' play jury to which it was submitted.





On Broadway's Great White Way was Minsky's "original" Oriental burlesque, where jokes were slightly smuttier and girls slightly nuder than in other Times Square houses nearby.



The "original" Minskys are Morton and Herbert K., who ran the Oriental and speak with scorn of such rivals as Brother Abe and Minsky Burlesque-Operator Joseph Weinstock.

## THE CHURCH WARS ON BURLESQUE



COMMISSIONER MOSS

Trouble for the New York theatre started in its burlesque shows. Everybody agreed that, in recent years, the city's burlesque had grown particularly bad, and something should be done about it. Its women were nuder, its jokes smuttier, its sketches more perverted. Particularly obnoxious to religious groups were its strip-teasers—a procession of young women who disrobed, each in her own fashion, while gliding, dancing or strutting on the stage. When, on April 30, burlesque-theatre licenses expired for the year, Catholics demanded that renewals be denied. Jews and Protestants joined them. In the ensuing hearings before License Commissioner Paul Moss, sole valid defense for burlesque came from the Burlesque Artists Assoc., which argued that "thousands of decent employes would be thrown out of work." After a police raid on three Brooklyn houses had hauled 11 strip-teasers into court, Commissioner Moss padlocked the city's 14 shows. Some burlesque queens wept, some sailed to Rio de Janeiro, some went to small inland towns. Meanwhile a bill to censor all New York theatres was rushed through the closing hours of the State Legislature, and the fight was on.



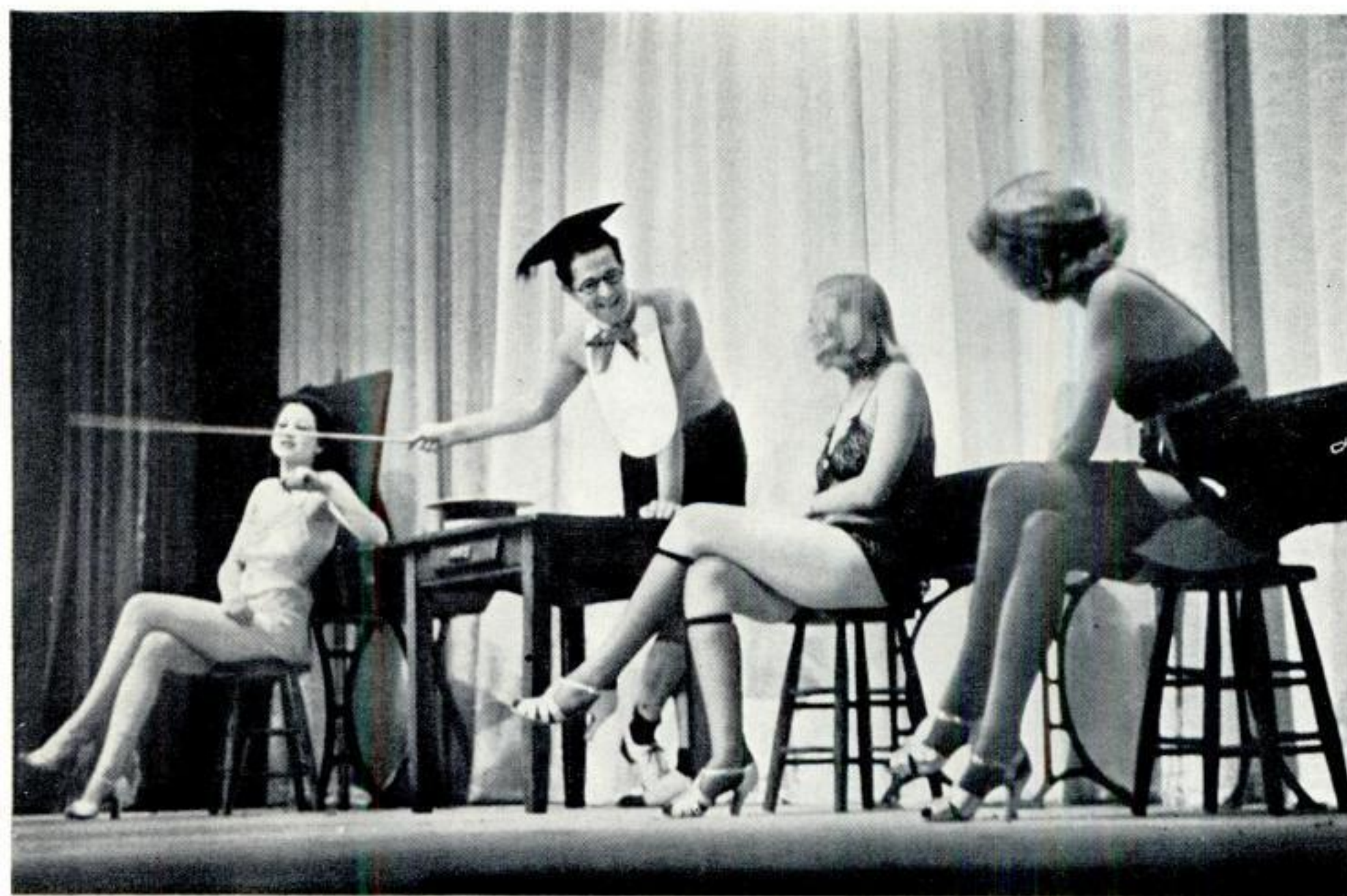
Patrick Cardinal Hayes' Catholic Church, speaking through Joseph F. Lamb, New York chairman of the Knights of Columbus, said that the New York theatre sorely needed the Dunnigan censorship bill to "rid itself of stage racketeers who thrive on slop-jar theatricals."

Pundit Walter Lippmann, speaking for himself in his *Today and Tomorrow* column, saw between the strip-tease padlock and the packing of the Supreme Court a close analogy. Said he: "Here—one might say in all its nakedness—the issue which is dividing the country is revealed and with it the manner in which ancient and hard-won liberties may with the best of intentions be sacrificed." There was no doubt to Pundit Lippmann that "modern burlesque had become a serious social evil . . . no

doubt, too, that these performances were an open violation of the law." In closing them a "most desirable end had been attained. But it had been attained by a most undesirable method." Here in miniature, is "the essential issue on which those who are fighting the President's Court plan have made their stand. Here we can see how, when men become intent on the correction of an evil and forget the principles of their government, they set up arbitrary authority in place of lawful procedure."







The smutty sketch in burlesque was one reason for the New York padlock. Seminude girls here acted the parts

of school children to whom a teacher taught "the facts of life." Each pupil was called on to recite a dirty rhyme.

## THE MINSKY BROTHERS RUN N. Y. BURLESQUE

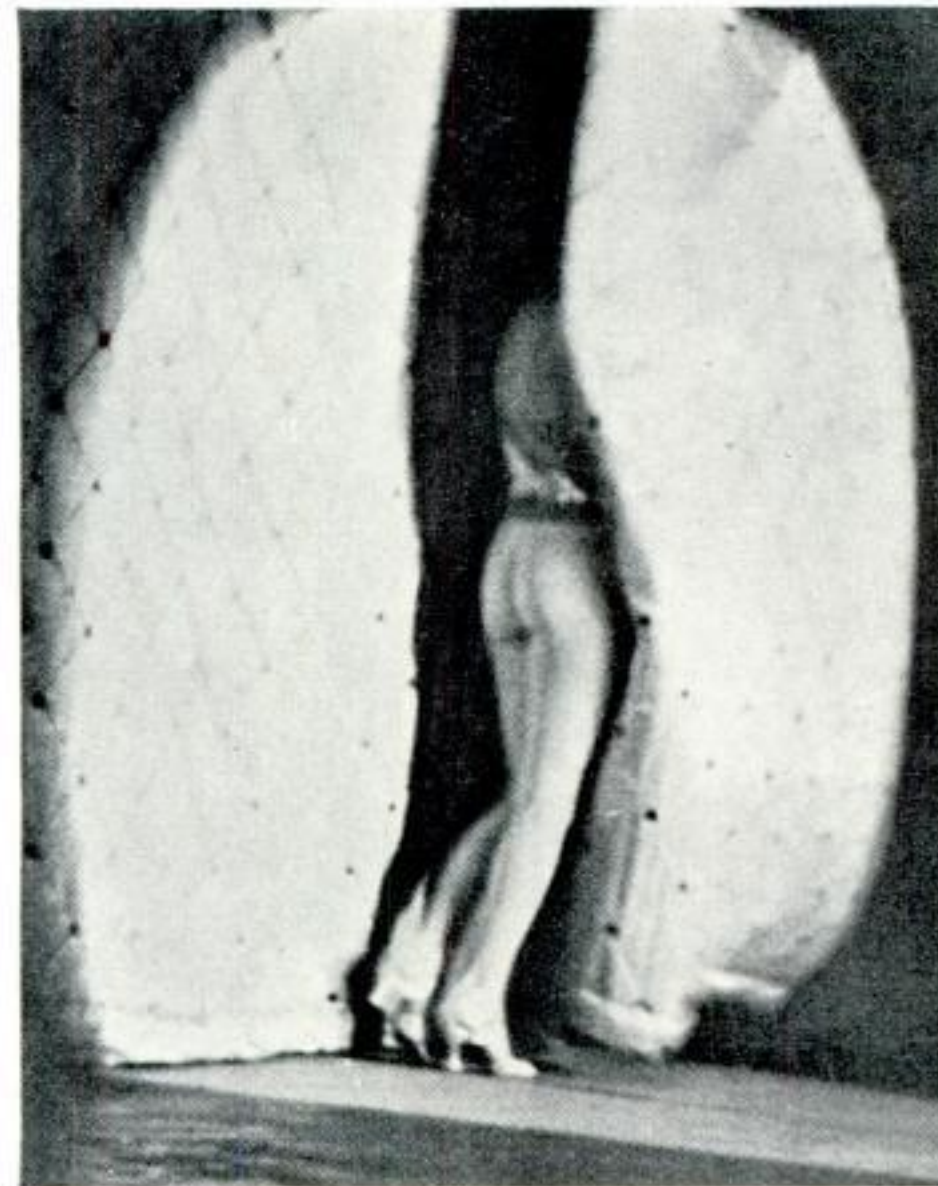
The four Minsky brothers, Billy, Abe, Herbert and Morton, made New York burlesque what it is—or was—today. Together with one-time Minsky Promoter Joseph Weinstock, they ran five out of 14 New York houses. Billy, the pioneer, died in 1932. The others split up and went their separate ways. They featured four two-hour shows a day, including black-outs, production numbers, songs and chorus routines. In each performance were four to six strip-teasers. Some, like Gladys Fox, Margie Hart, Ann Corio and Gypsy Rose Lee, became famous, had followings of their own, got their names in Broadway lights (*see sign opposite*) and earned \$350 to \$1,000 a week. Experts hold them and the Minskys responsible for the decline of a gay, indigenous folk art from which sprang such great comedians as Fanny Brice, Bert Lahr, Bobbie Clark, Jack Pearl and W. C. Fields.



Strip-Teasers begin as a rule at the shoulder . . .



. . . and work down the body, gliding or walking, till . . .



. . . they end like this in the semidarkness of blue light



Abnormal jokes are a recent objectional burlesque development. Hitler and Göring were the frequent butt of them.



Nudity reached its peak in burlesque's biggest and newest house, the Oriental. Burlesque experts scorned it as

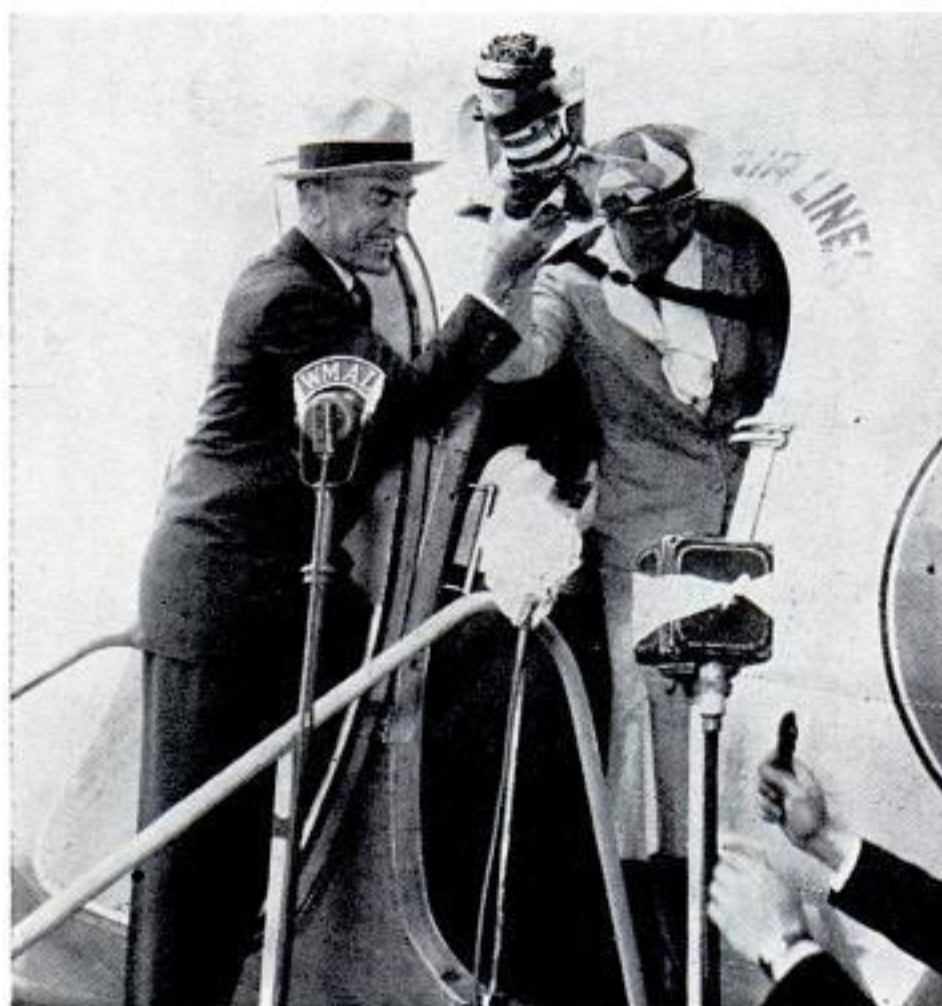
just bad and dirty vaudeville. For some hint of the gay art burlesque used to be, they went to the Gaiety nearby.



## LIFE ON THE AMERICAN NEWSFRONT: MRS. ROOSEVELT AND 'EDDIE RICKENBACKER BREAK A BOTTLE



"It won't break," complained Mrs. Franklin D. Roosevelt on May 17 as she tried to christen with champagne the first airplane of an hourly New York-Washington service.

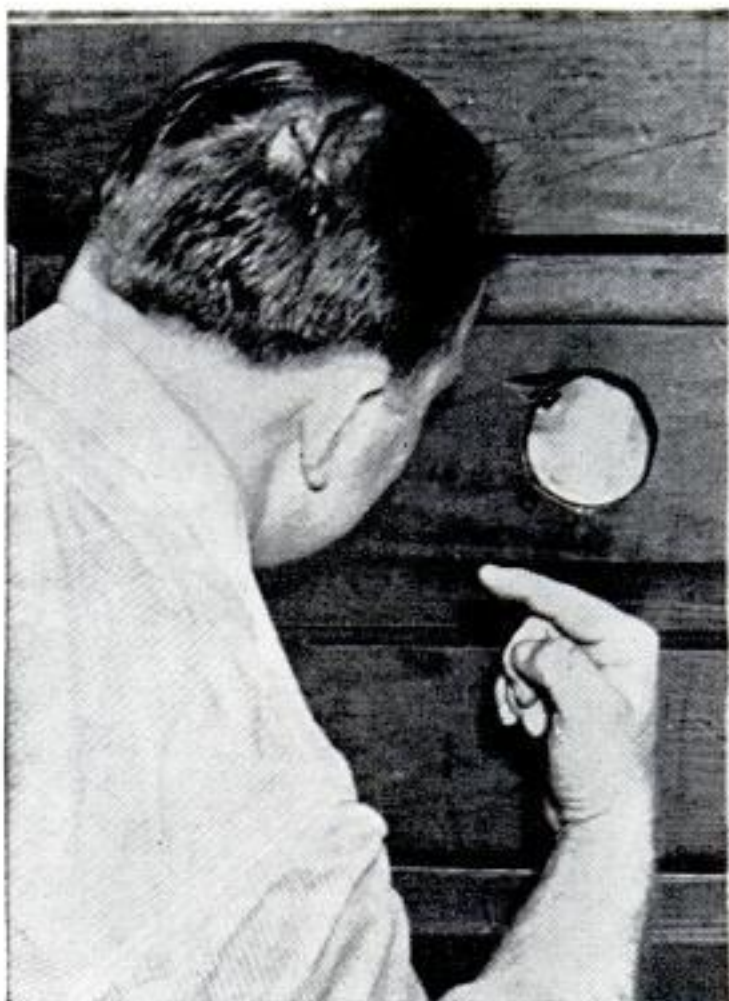


"Do it like this," said Captain Eddie Rickenbacker, War-time flying ace and now general manager of Eastern Air Lines. With the Captain's help the First Lady tries again.



Wham! As the bottle breaks, Mrs. Roosevelt ducks safely back into the airplane, leaving Captain Rickenbacker to take a splashing and a shower of glass which cut his hand.

## CIO SOLIDIFIES ITS POSITION ON THREE FRONTS



In Atlanta, textile workers attending a secret meeting had first to be recognized through a peephole. They voted to join the CIO.



In Aliquippa, Pa., employees of the Jones & Laughlin Steel Corp. voted two-to-one for the CIO union. Steelworker John Brown casts a ballot.



In Kansas City, CIO unionists who work at the Ford plant held a bonfire to burn pamphlets of "Fordisms" distributed by the management (see page 31). Typical Fordism: "We have always made a better bargain for our men than an outsider could."

## ILLINOIS' GRAND ARMY ENCAMPMENT ENDS IN A FATAL JOY RIDE



Two old fighters toast each other at the Illinois encampment of the G.A.R. at Decatur, May 18. "Imagine," said Private Fred Buy (left) to Captain Roderick Dhu Parker (right), "those women not wanting us to drink beer!"



"Those women" were the ladies of the Women's Relief Corps. That night some of the ladies demanded and got a ride in the patrol wagon (above), rocked it so badly that it tipped over, killing one of them.



Injured, along with ten others, was Mrs. John Nagelbrau (left) of Blue Island.

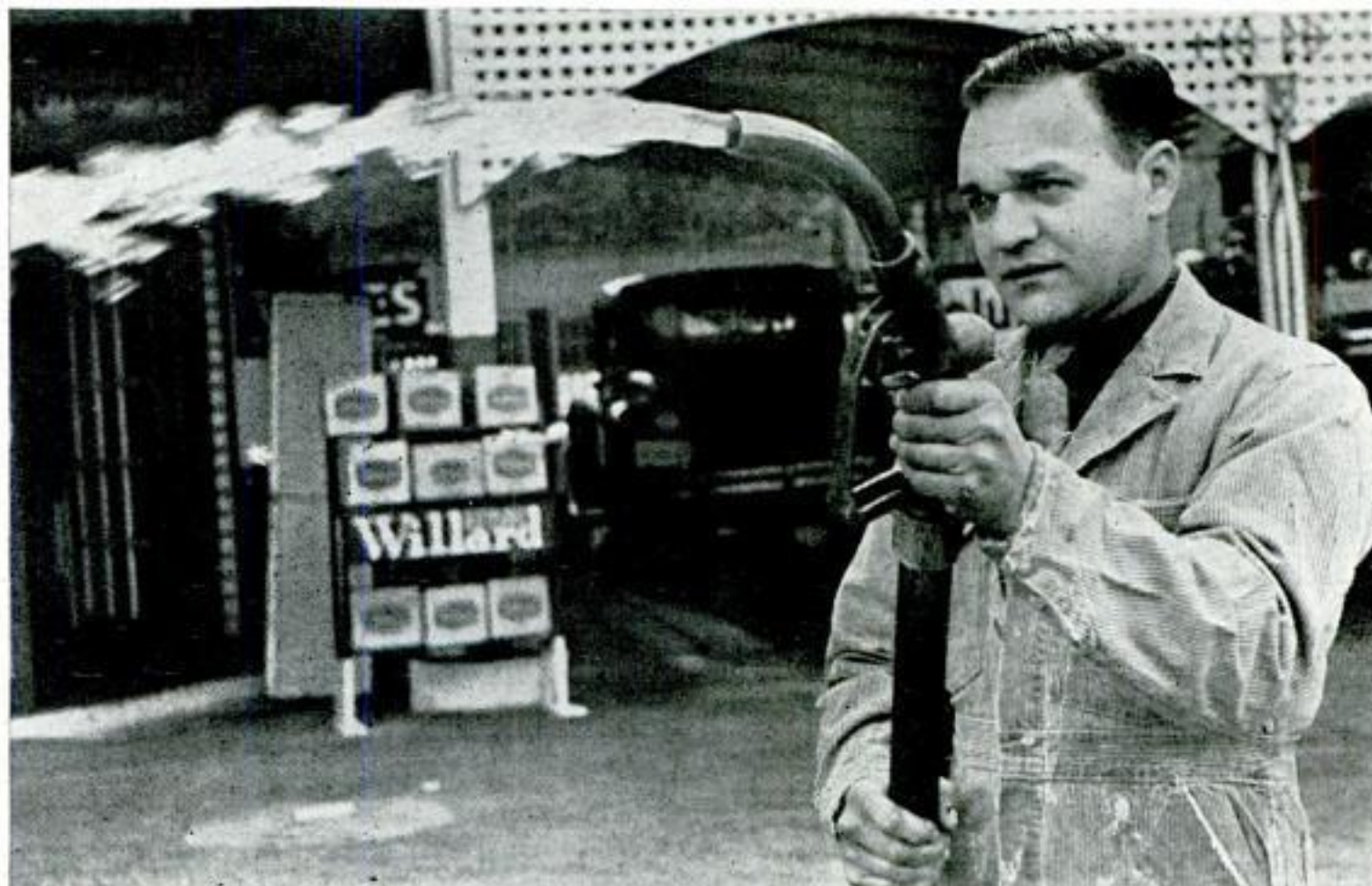


## A COMIC STRIP INSPIRES HARRY MILLSTINE TO CAPTURE A BANDIT

THE QUICK-THINKING ATTENDANT SWINGS THE STREAMING NOZZLE TOWARD THE BANDIT—AND THE LATTER SHOTS



This is a scene from a strip called "Radio Patrol" which appeared in the Hearst-papers' *Comic Weekly* on May 16. Because it showed how a filling-station attendant foiled a holdup, it made a strong impression on Reader Harry Millstine of Jamaica, N.Y.



Later that day Millstine was tending his own filling station when a youth held him up, covered him with a gun while he finished filling a gas tank. Quick-witted Attendant Millstine turned his hose in the bandit's face, hit him between the eyes, easily subdued and captured him.

## TWO TULIP TOWNS HOLD SPRING FESTIVALS



Scrubbing the streets was the opening event of Tulip Week in the little town of Holland, Mich. On May 15, 150 young men and women donned the costumes of their Dutch an-

cestors, went to work with soap, water and big brushes on the main street. With 5,000,000 tulips in bloom, Holland's festival drew 150,000 visitors, boomed the bulb trade.

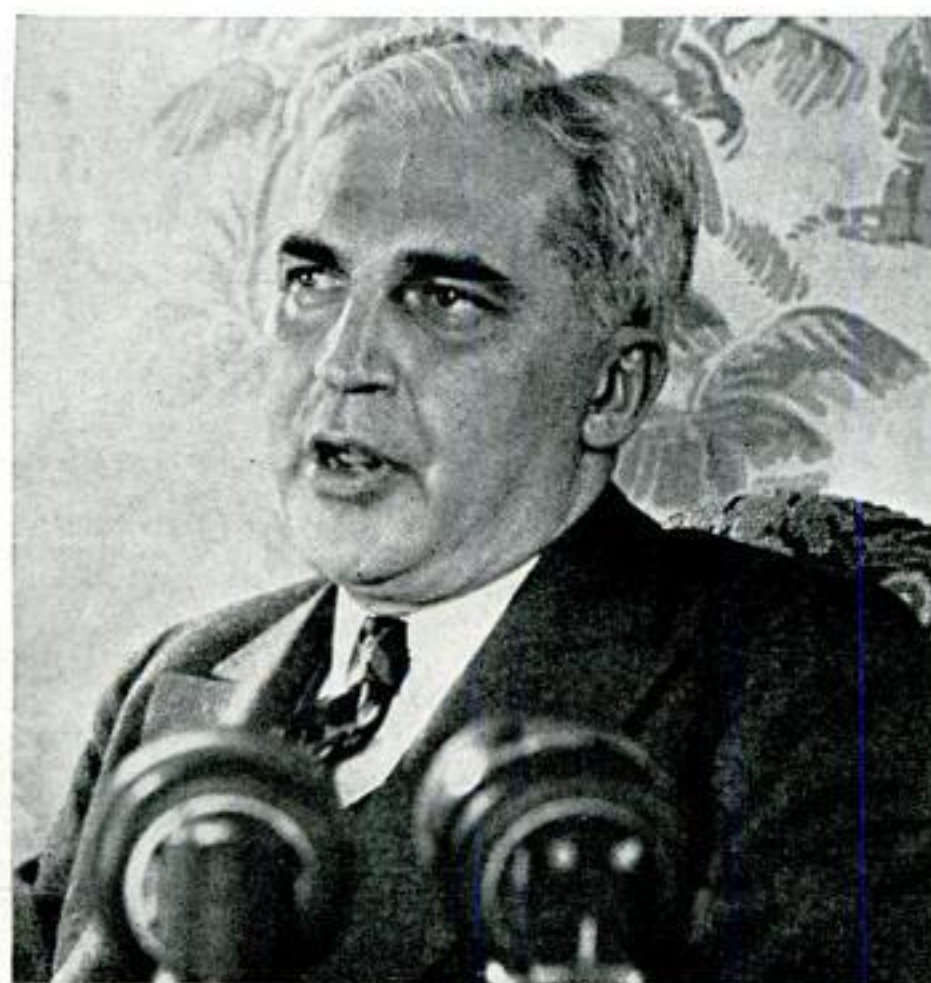


Tulip Queen of a similar festival in Pella, Iowa, was Freda DenBurger, who got a silver cup but also got sore feet from wearing wooden shoes, which are known as *klompen*.

## PHILIPPINE HIGH COMMISSIONER PRESCRIBES AN ORDER FOR TOASTS



**First: Roosevelt.** New High Commissioner Paul V. McNutt of the Philippines was reported to have ordered that President Roosevelt be toasted first at Filipino banquets.



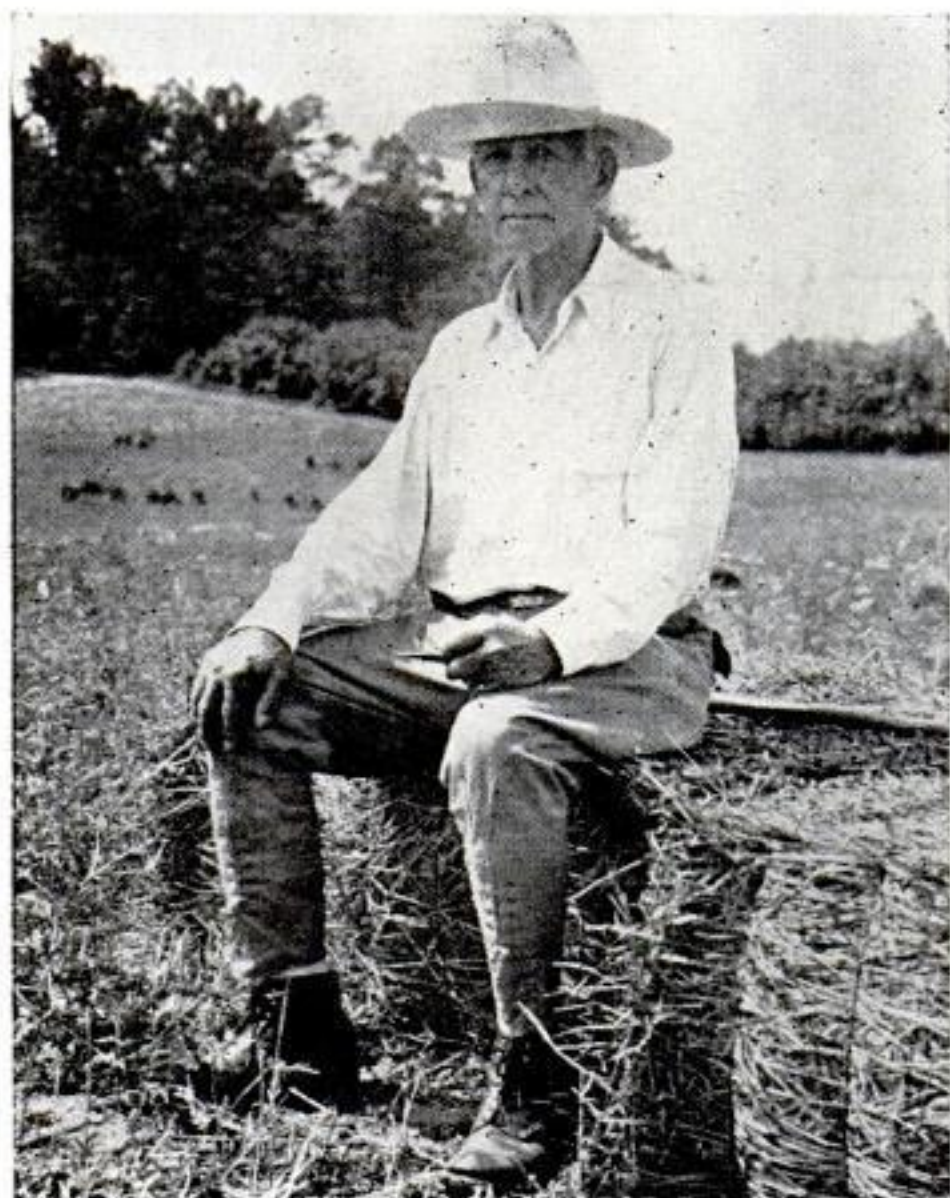
**Second: McNutt.** Point of the order was that the High Commissioner be toasted second, giving him precedence over President Manuel Quezon of the Philippine Commonwealth.



**Third: Quezon.** Shrewd little President Quezon, who is on his way home from London, would thus be third. Filipinos awaited his reaction before doing any more toasting.



## LIFE ON THE AMERICAN NEWSFRONT: VAN DEVANTER AND TEN SENATORS JOIN FORCES



Justice Willis Van Devanter, 78, dealt President Roosevelt's bill for increasing the size of the Supreme Court a severe blow on May 18 when he submitted his resignation.



To the Van Devanter farm in Howard County, Maryland, the second oldest of the "Nine Old Men" will retire in June. Justice Van Devanter has 700 acres, managed by his son

Isaac, on which he raises wheat, barley, corn, apples, pigs and sheep. His resignation apparently assures a liberal majority on the Court, weakens the argument for reform.



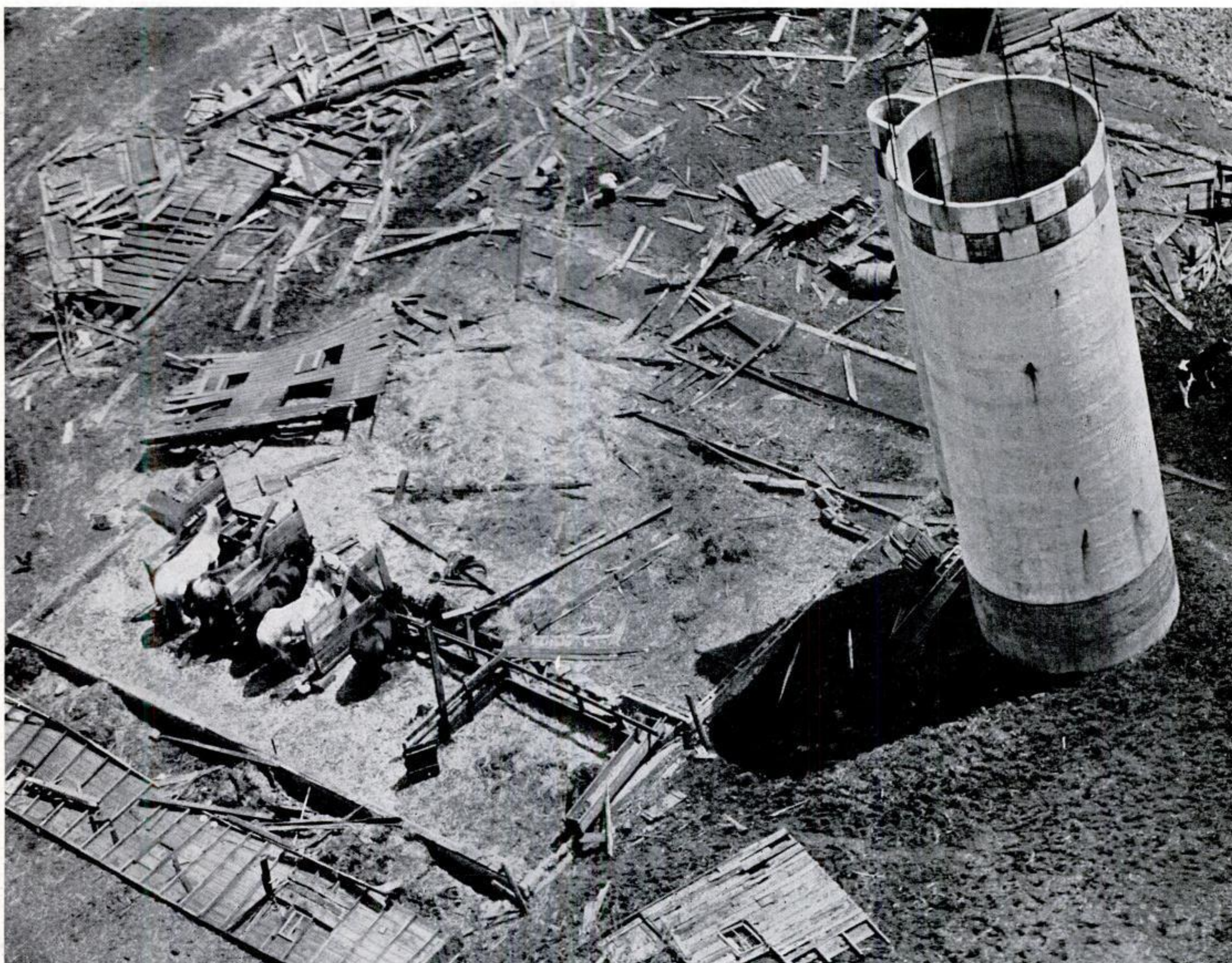
The Senate Judiciary Committee dealt another blow to the Court Reform Bill only a few hours after news of Justice Van Devanter's resignation. By a vote of 10 to 8 it reported out the bill with a recommendation that it do not pass. In this perfectly timed double attack, observers saw the hand of Senator William E. Borah, a member of the

committee and a friend of Justice Van Devanter. General opinion was the President faced a choice between defeat of his bill and a compromise, probably the appointment of two new Justices. In the picture above are 11 of the 18 members of the Judiciary Committee. Left to right, with their votes on the court bill: (seated), McGill, Kans., (Yes);

Burke, Neb., (No); Hatch, N. Mex., (No); Norris, Neb., (Yes); Logan, Ky., (Yes); Connally, Tex., (No); Austin, Vt., (No); O'Mahoney, Wyo., (No); (standing) Hughes, Del., (Yes); Ashurst, Ariz., (Yes); Van Nuys, Ind., (No). At extreme right stands Senator McAdoo of California who is not a member of the committee but testified before it.



## LIFE ON THE AMERICAN NEWSFRONT: FIVE IOWA HORSES LIVE THROUGH A TORNADO



This was a barn at Graettinger, Iowa, until on May 18 a tornado struck it. The twister picked up the barn and the silo roof, scattered them over the landscape. Few hours

later a photographer of the *Des Moines Register and Tribune* was flying over the tornado area. He spied two white horses standing in their stalls, flew closer, discerned three

darker horses beside them. All five, the property of Farmer Hamlin Sandvig, were left unharmed by the big blow. They are, left to right: Mable, Lady, Dick, Roxey, Bud.

## NEIGHBORS HEAR AN INDIANA FARMER PREACH HIS OWN FUNERAL SERVICE



Five thousand people gathered in a churchyard at Coatesville, Ind. on May 16, to hear Farmer Wade Millman, 88, preach his own "funeral sermon." The visitors examined

a homemade coffin, an imported Swiss tombstone and six hired pallbearers. Munching their lunches, they listened to Millman, who stood in the church, deliver the sermon.



Farmer Millman rambled on about his "moderately moral life," explained that he was collarless because, "Ever since my wife Ida died the other day I couldn't find no collars."



## LIFE ON THE AMERICAN NEWSFRONT: MARYLAND PASSES A LAW TO END THE ELKTON "MARRIAGE MILL"



The No. 1 "marrying parson" of Elkton is "the Rev." Edward C. Minor, who in nine years performed 17,863 marriages. Defrocked in 1935, he runs his business with a hired minister.

Into effect on June 1, will go a new Maryland law requiring 48-hours notice for the issuance of a marriage license. Its chief purpose is to wipe out the principal business of the little town of Elkton, one of the most famous Gretna Greens in the U. S. For 20 years, Elkton has catered to couples from Philadelphia, Baltimore and other nearby cities who want to get married in a hurry. A town of 3,000 inhabitants, it last year issued 11,500 licenses, did a business estimated at \$200,000. The Elkton "marriage mill" has been in growing disrepute since it was put on a business basis by two rival "syndicates," one headed by the weather-beaten old parson at the left, the other composed of taxi owners.



Business is solicited for Parson Minor by means of more than 50 signs like the one above, scattered about Elkton in front of residences and tourist camps. An inquir-

ing couple will be told by an agent that "the minister is in town," taken to Mr. Minor's parlor. For this service the agent gets about \$5—half of the total "take."



JOHN AND MARY GET MARRIED IN ELKTON

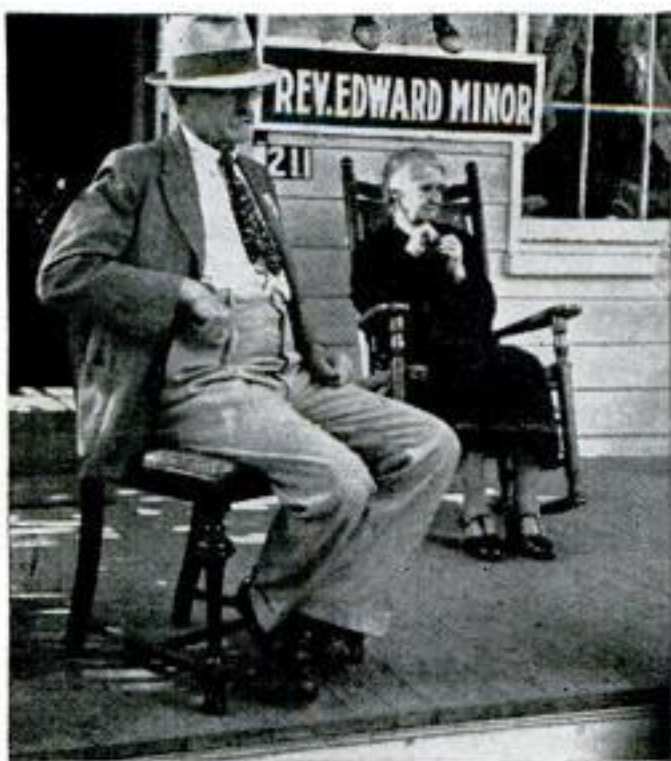


1 Here is a typical couple arriving to get married in Elkton. The groom is John E. Greene, a baker from nearby Delaware County. The bride is Mary Decker of Williamsport.

2 At the county clerk's office John and Mary fill out an application blank and receive their marriage license. John tells the clerk: "The fellow I lived with got married in

Elkton six months ago and it worked so well we thought we'd try it." By avoiding the scouts of the two syndicates, John and Mary get their license for \$2, save the \$5 scout's fee.





On the porch of the Minor parlor on Elkton's Main Street, sit Mr. Minor's wife and brother Bob, waiting for business.



A young "runner" tends one of Mr. Minor's signs on the outskirts of town. Bob Olewine has been "running couples" for several years. Receiving half of the proceeds, he averages \$35 per week.



Mr. Minor's marrying is done by the Rev. William Hopkins, who also does business on his own in this antique shop. He gives 24-hour service. Of the \$10 which Mr.

Minor charges the average couple, Parson Hopkins gets only \$1 for performing the ceremony while the agent or runner gets \$5 and Mr. Minor keeps the rest.



The "taxi syndicate," Mr. Minor's chief rival, is run by "Pop" Cann, who also hires a parson, gets his matrimonial business by stationing taxis at the railroad station and bus stops.



3 The knot is tied in the marriage parlor of the Rev. Mr. Hopkins (see above). "We were scared to death," said Mary later. Parson Hopkins

(right), who will be glad "when all this marrying fuss is over" and he can settle down to selling his antiques, performs the ceremony with great dispatch.



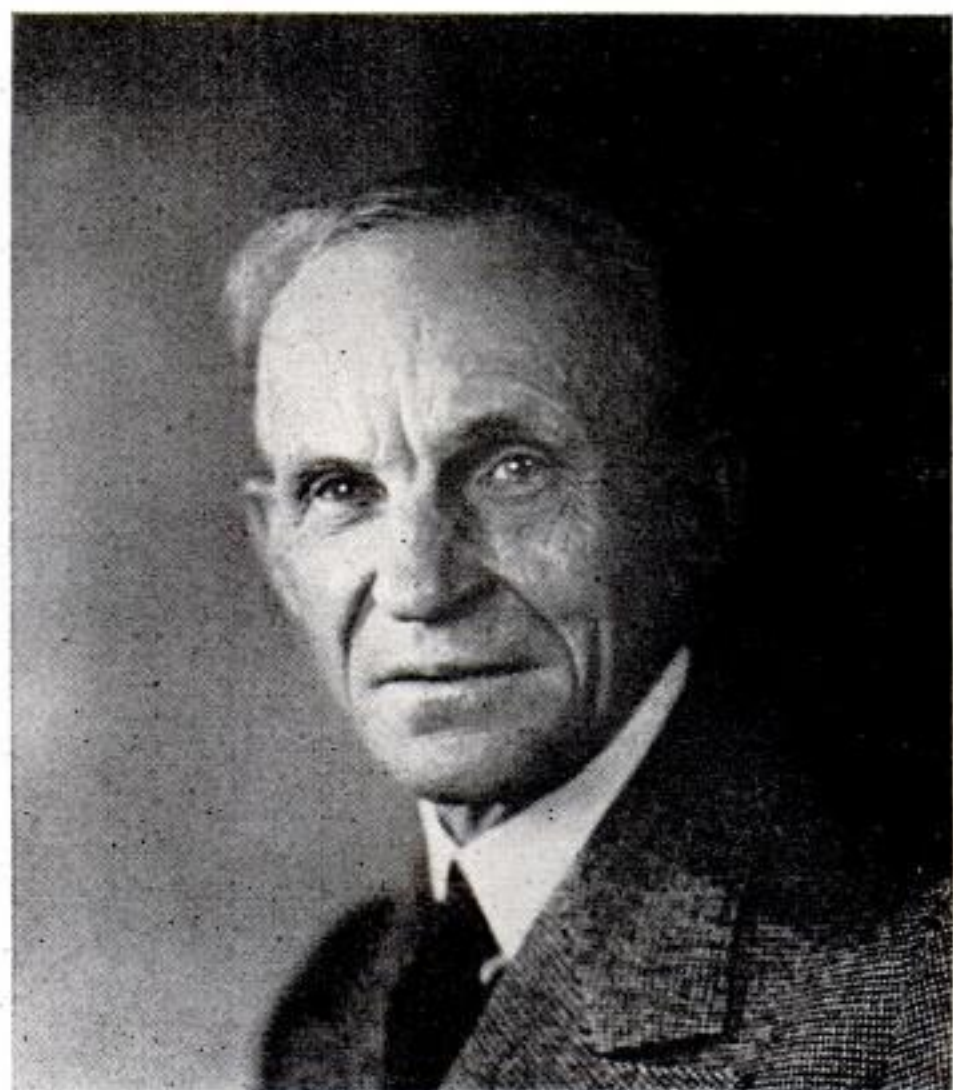
4 The wedding celebration is a bottle of wine in an Elkton restaurant, the first wine Mary had ever tasted. Then a brief honeymoon.





# HENRY FORD FIGHTS UNIONISM WITHIN HIS EMPIRE

## This Supreme Individualist's Career Spans 73 Years



**1** Henry Ford, at 73, is a lean and lonely man, completely absorbed in making automobiles and collecting antique American reminders of the pre-automobile past.

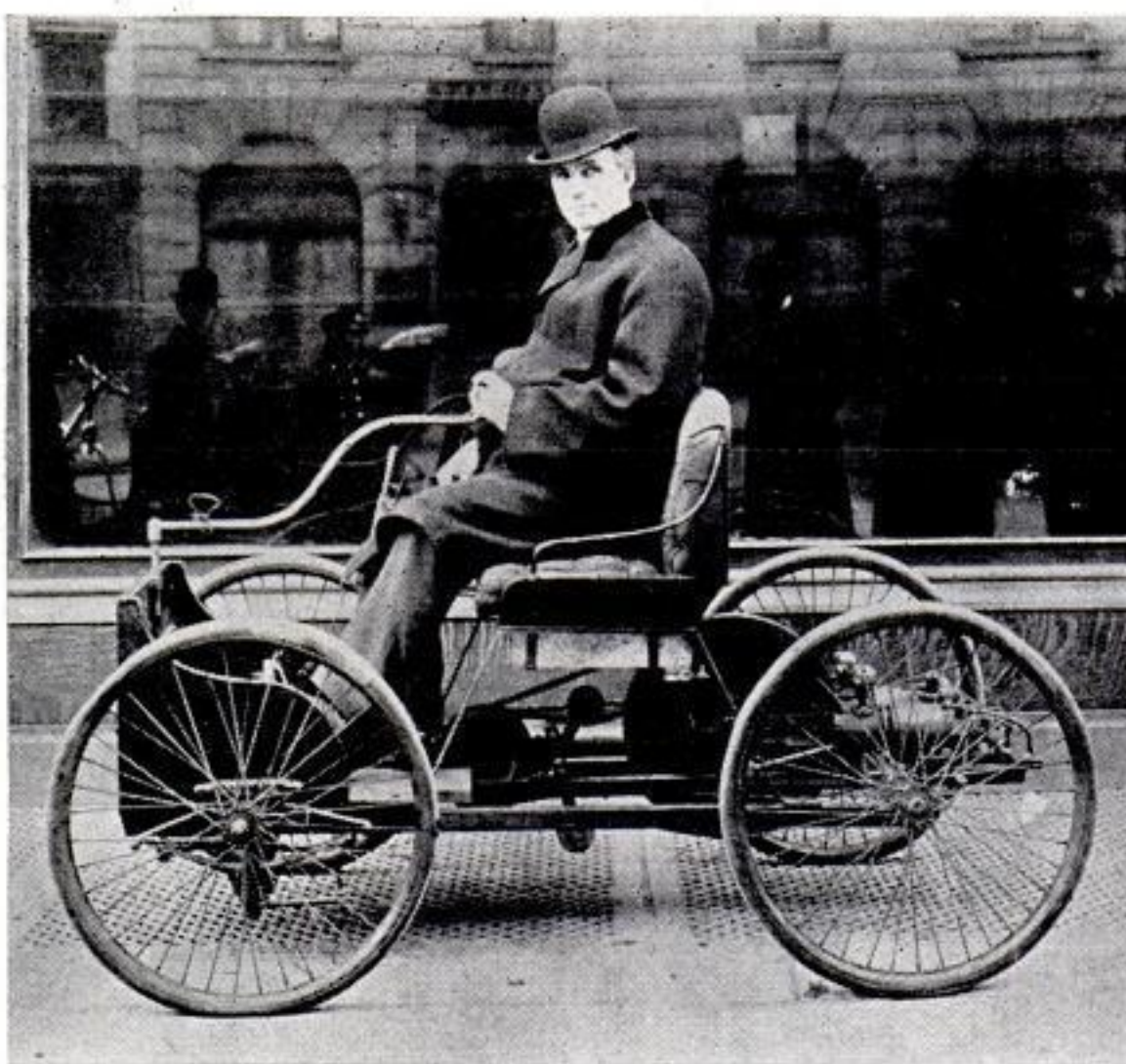
Suddenly, on May 17, Henry Ford brought officially into the open his covert battle against the United Automobile Workers Union which is trying to set up a CIO group within his industrial empire. That morning, every one of the 140,000 Ford workers found clipped to his timecard a little set of Fordisms (see page 31), which warned him of the danger and uselessness of joining a labor union. Promptly Homer Martin, president of the union, threatened to invoke the Wagner Act against Mr. Ford on the ground that the Fordisms constituted an illegal attempt to coerce employees. Mr. Martin himself had provoked the Fordisms by planning to set up two offices near the Ford plant in Dearborn as organizing headquarters. Thus were the lines of the long-expected battle between Ford and the CIO union clearly drawn.

Henry Ford hates unions essentially because he

wants no one but himself to dictate Ford policies. An utter individualist, his single-mindedness almost as much as his mechanical genius has made him the greatest industrialist alive. On these pages is depicted the life of Henry Ford. He, more than any other single man, gave America a good cheap car which in turn brought better roads which in turn changed the character of U. S. civilization. Today Henry Ford is not even an officer of the Ford Motor Co. (his son Edsel is president). Yet he persists in running the works and feeling that he knows what is best for everyone, including the workers. The workers have no loyalty to Ford personally but seem to have a curious allegiance to the machines they make. Already, according to the optimistic union figures, 10,000 Ford workers have joined the union. To prevent further disaffection, Ford has dropped hints of a pay raise.



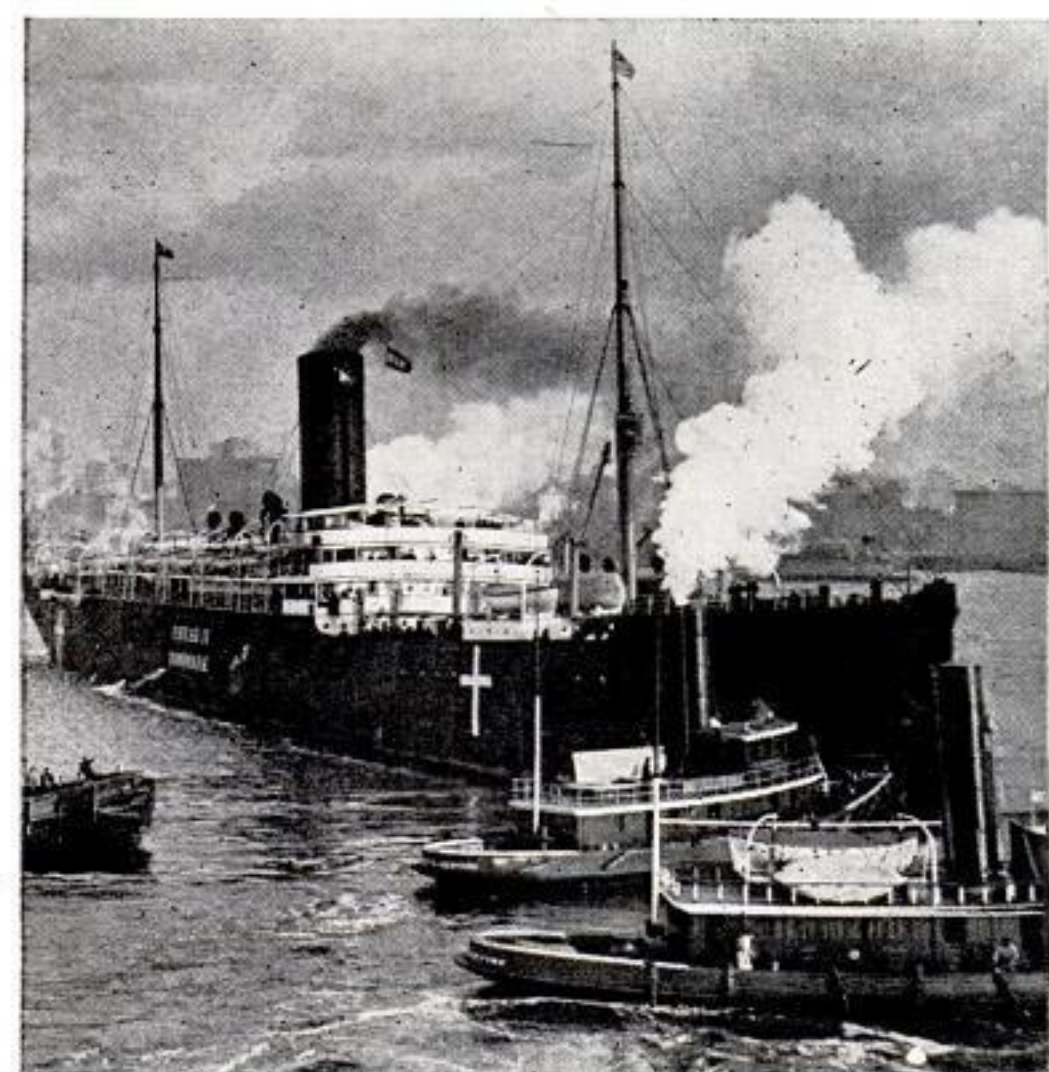
**5** Ford in 1893: he has returned to the farm, married, experimented with steam engines, and forsaken farming again for Detroit.



**6** On a rainy April night in 1893, the first Ford was pushed out into Bagley Ave., Detroit. It clattered down the cobbled street under power of its two-cylinder engine. Above: first Ford and builder in 1905.



**7** The Ford Motor Co. was formed in 1903. Backers, including the later Dodge Brothers, put up \$20,000 cash. From the factory (above) 1,700 Fords were shipped first year. Base price was \$850.



**10** In 1915, urged by pacifists to stop the War, Ford chartered the *Oscar II*, filled it with peace-lovers, sailed for Europe to "Get the boys out of the trenches by Christmas."



**11** Ford posed with *Oscar II*'s captain, threw roses to the crowd as bands played *I didn't raise my boy to be a soldier*.

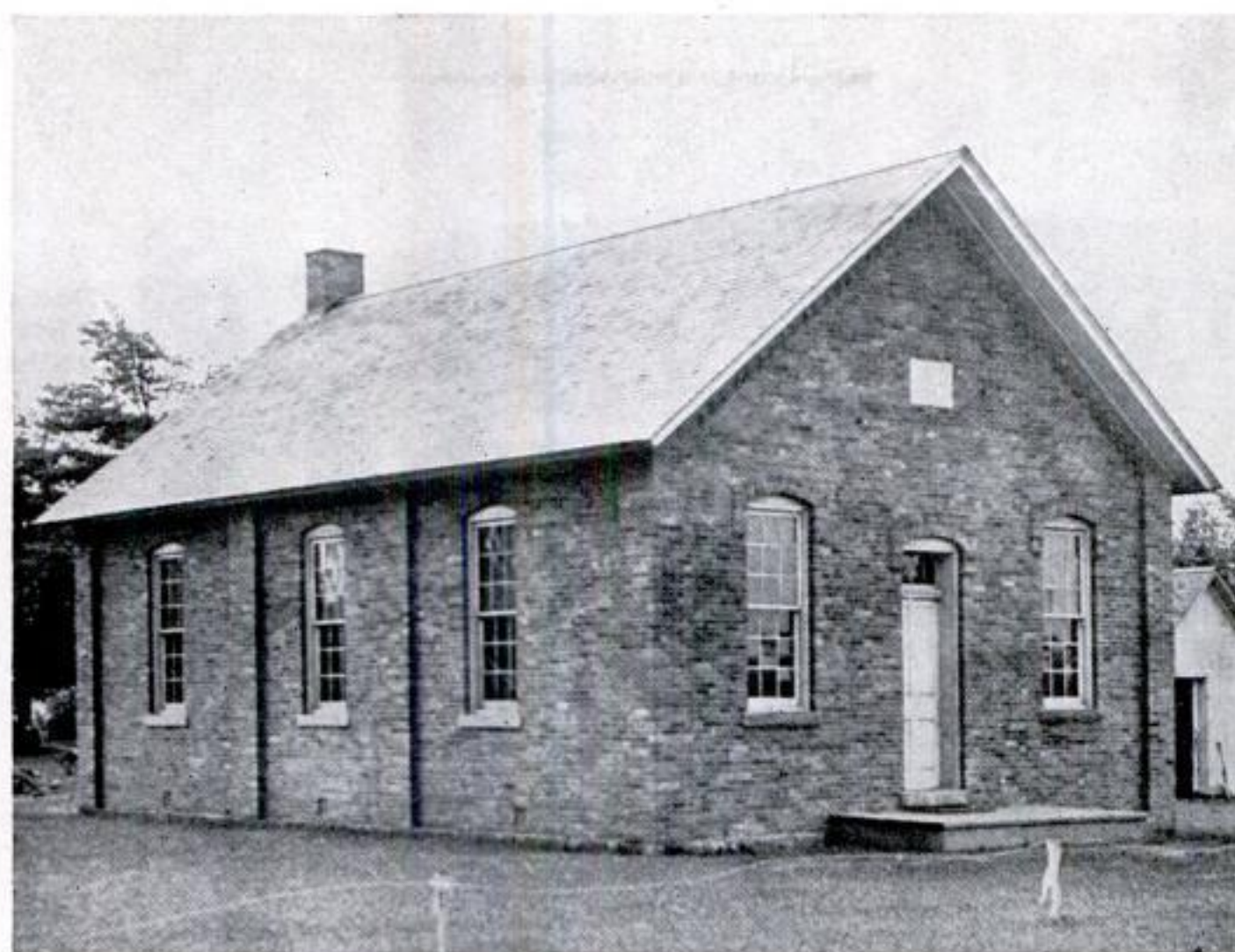


**12** Supporter of the Peace Ship was William J. Bryan (above) who added to the ludicrous sailing by carrying a squirrel in a cage that someone handed him. He did not sail with Ford whose expedition accomplished nothing.





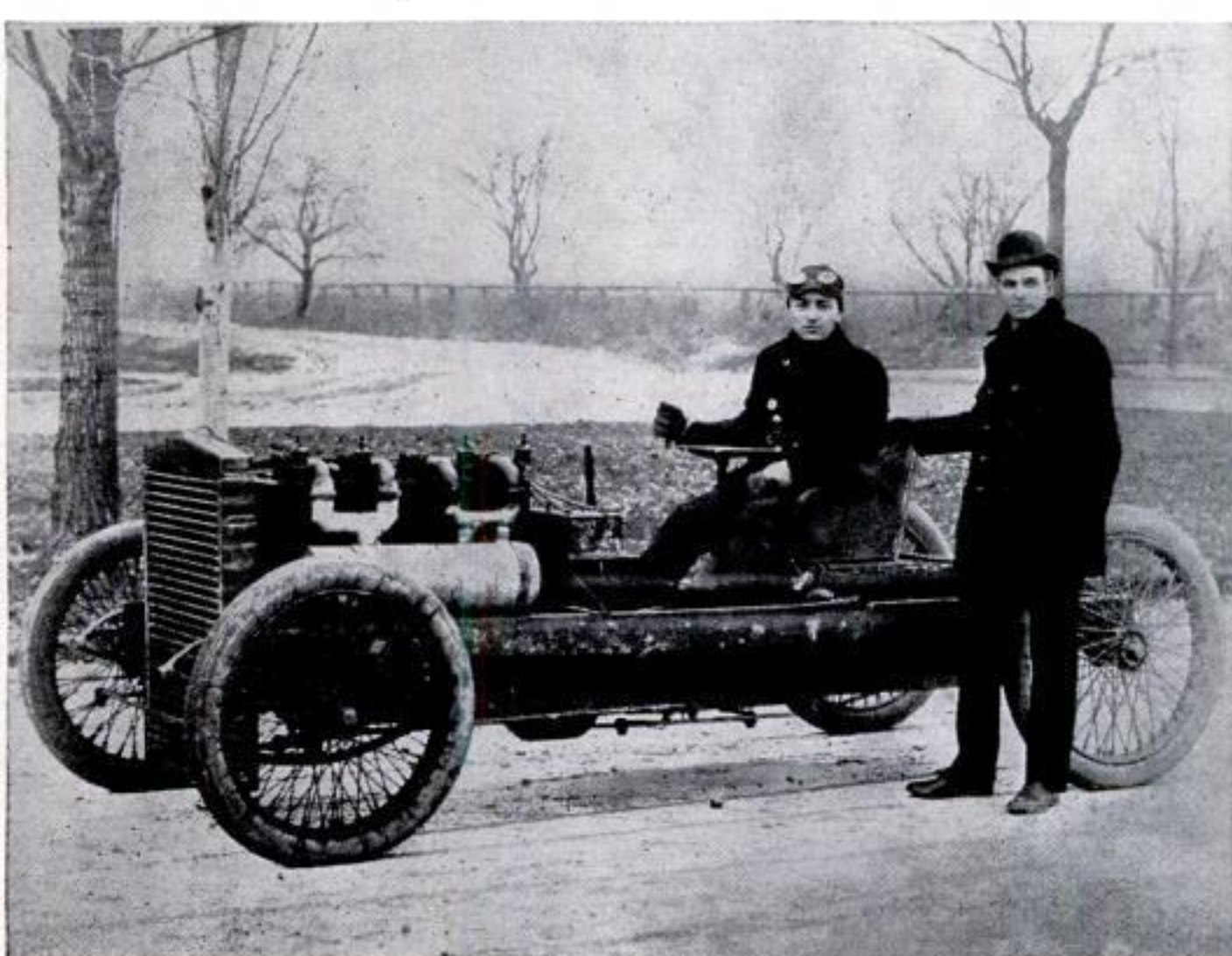
**2** In this farmhouse in Greenfield, Mich., Henry Ford was born on July 30, 1863. His father, William, was Irish; his mother, Mary, Pennsylvania Dutch.



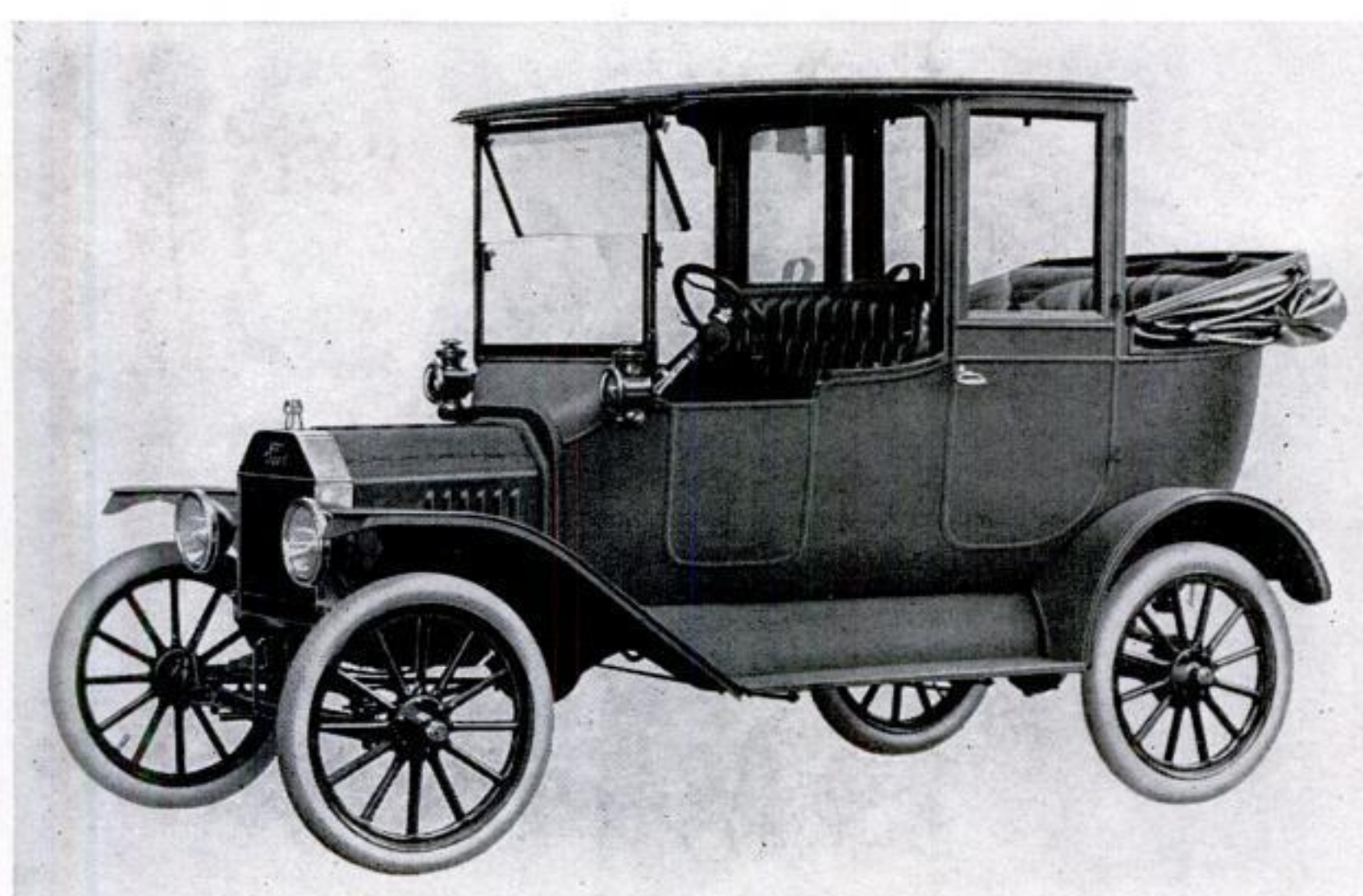
**3** Henry learned his ABCs in this brick Scotch Settlement schoolhouse which, like his birthplace, he has since restored. Here he read McGuffey's Readers for whose trite moralities on hard work and sober living he has always had deep admiration.



**4** More interested in mechanics than in farming, Henry left the farm when he was 17 to work in a Detroit machine shop.



**8** Early automobiles got invaluable prestige beating other cars in races. Above is Mr. Ford, his racer and his daredevil racing driver Barney Oldfield. In 1904, Ford himself drove this car at a recordbreaking 91 m.p.h. on frozen Lake St. Clair.



**9** By 1914, Ford was making one out of two U. S. cars and his catalog could boast such stylish Model T's as this. That year, Ford startled the country by announcing that he would pay his workers \$5 a day. The mob of 12,000 job seekers that besieged his plant had to be driven back by police.



**13** Ford entered politics in 1918 as Michigan's Democratic nominee for Senator. He was defeated by rich Truman Newberry (above), whose campaign expenditure caused a national scandal.



**14** Cleared by the Senate, Newberry resigned. Successor was Ford's old partner, James Couzens (above).



**15** In 1916, the *Chicago Tribune* called Ford an anarchist. In 1919, Ford's libel suit against the *Tribune* was tried. Lawyers trapped Witness Ford into describing Benedict Arnold as a writer. Ford won six cents damages.

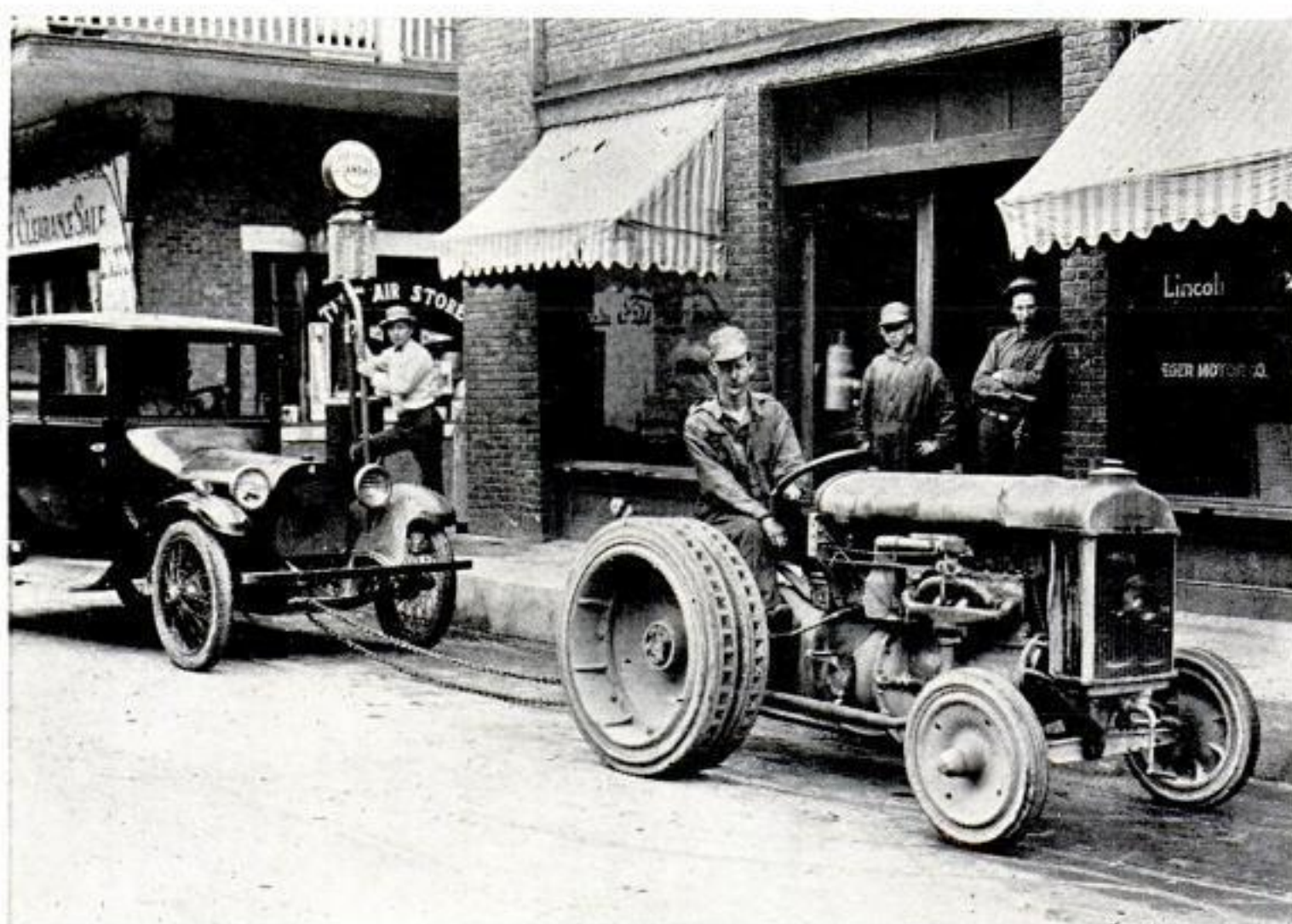




**16** The 10,000,000th Ford, which rolled off the assembly line in June 1924, was the apotheosis of Model T with its small radiator, gawky tonneau, foot-operated gearshift. Same year, Ford made 2,000,000 Model T's. Chevrolet produced only 290,000 automobiles.



**17** The 15,000,000th Ford was almost the last Model T. It was produced in May 1927. That month Ford closed his plant. Demand for style had dropped 1926 Ford sales to 1,100,000, forced Ford to abandon dowdy Model T. In December his plant reopened, Model A emerged.



**20** In 1918, Ford began to make farm tractors. Soon three out of four tractors made in the U. S. were Fordsons. But competition with International Harvester forced prices ruinously low. In 1928, Ford admitted Harvester had beaten him, stopped making tractors.



**21** Another Ford failure was his trimotor plane. Ford burst into this field in 1925, dreaming of mass-produced planes. But mass production never became a reality. Ford lost money and other manufacturers' new designs made his trimotor plane obsolete.



**24** Few people knew Henry Ford had a younger brother until 1934 when William Ford (above) went bankrupt. Depression had sent his farm-implement business to the wall.



**25** Henry Ford's wife is the former Clara Bryant, who was living near the Ford farm in 1888 when Ford wooed and won her. Mrs. Ford shares her husband's interest in antiques.



**26** Ford has one son, four grandchildren. Above are Edse and wife, with Grandchildren Josephine, 13; William, 12. Grandchildren Henry II and Benson are 19 and 17.

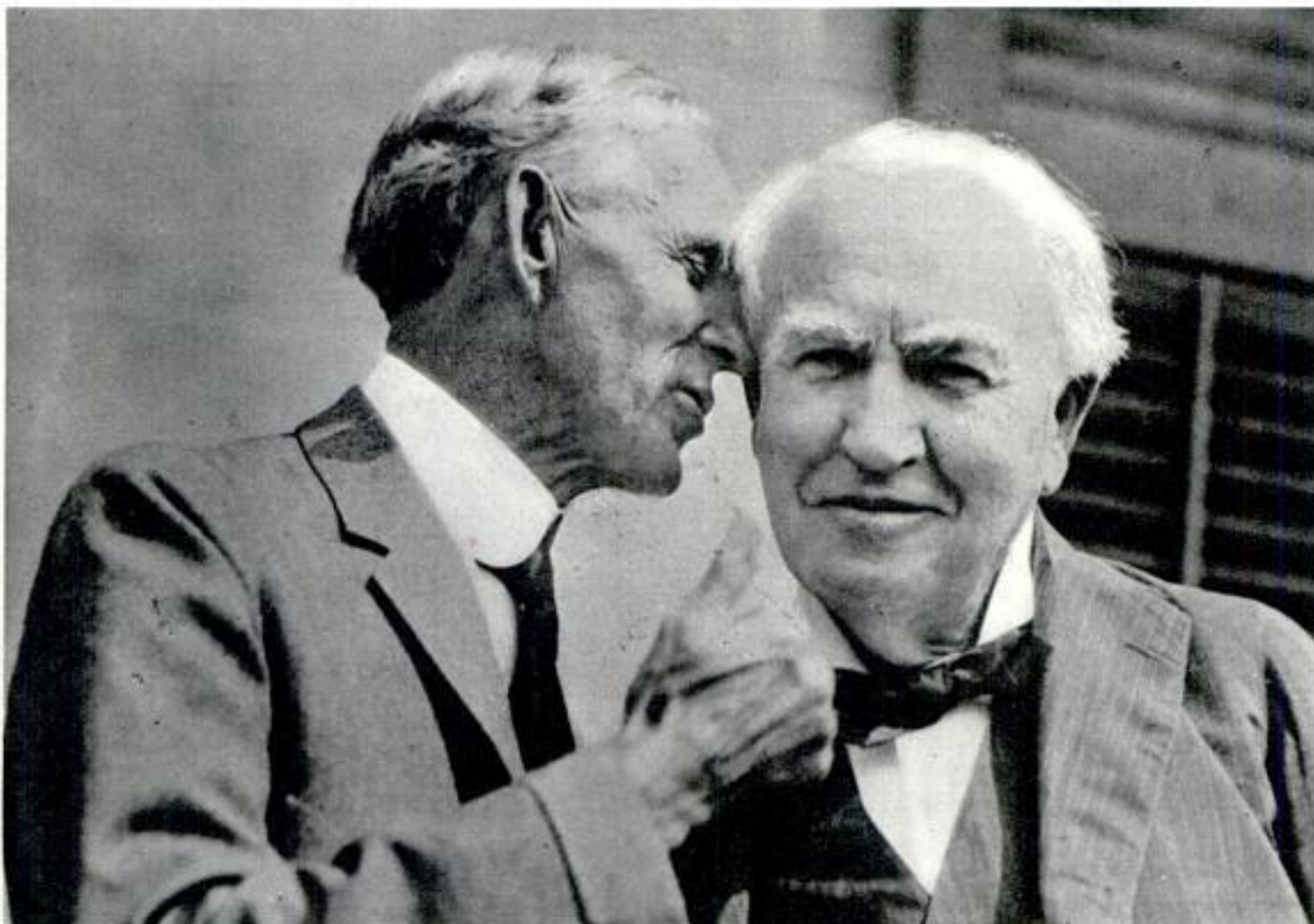




**18** Model A was a great success. Ford sold 1,300,000 in 1929, took the production lead away from Chevrolet, which had passed Ford in 1927, made an \$81,000,000 profit. But by 1931, when the 20,000,000th Ford was made, Model A was slipping, Chevrolet had again passed Ford.



**19** The 25,000,000th Ford, produced last January, was a V-8, which model first appeared in 1932. The inevitable first Ford was rolled out, as always, for the celebration with aging Henry and his son Edsel. Last year, Ford made 1,195,000 cars; Chevrolet 1,277,000.



**22** Overwhelming admiration of Ford's life was Thomas Edison. Ford named a section of Greenfield Village "Edison Institute." There he has Edison's laboratory and the depot where a conductor once ejected Newsbutcher Edison for experimenting with chemicals on the train.



**23** Ford has a passionate interest in the good old days. On 200 acres in Greenfield Village, he has collected a museum of American antiquity—his schoolhouse, old inns, shops, a church. The main museum building is the replica of Independence Hall (above).



**27** Last year, Ford opposed the New Deal by supporting Landon. He still opposes the New Deal and its prolabor policy. On May 17 every Ford worker was handed a card of Fordisms (right). Typical of the worker to whom they are addressed is Warren Grim (turn page).

**FORDISMS—**

"A Monopoly of JOBS in this country is just as bad as a monopoly of BREAD!"

"Our men ought to consider whether it is necessary for them to PAY SOME OUTSIDER every month FOR THE PRIVILEGE OF WORKING at Ford's."

"What was the result of these strikes—merely that numbers of men put their neck into an IRON COLLAR. I'm only TRYING to SHOW WHO OWNS THE COLLAR."

"Figure it out for yourself. If you go into a union they have GOT YOU—but what have YOU got?"

"We have always made a better bargain for our men than an outsider COULD. We have never had to bargain against our men and we don't expect to begin now."

"There is no mystery about the connection between CORPORATION CONTROL and LABOR CONTROL. They are the TWO ENDS OF THE SAME ROPE. A little group of those who CONTROL BOTH CAPITAL AND LABOR will sit down in New York and settle PRICES, DIVIDENDS—AND WAGES."



# CAN HENRY FORD KEEP WARREN GRIM AND 140,000 WORKERS LIKE HIM OUT OF CIO?



Warren Grim's job is to stand near the end of the fast-moving Ford assembly line, bolting rear bumpers to V-8s. While he bolts, his partner holds the bumper in place.

Grim (above, left) works from 7:20 a. m. to 3:50 p. m. Last year Grim's job was cutting gears. The bumper job is harder. Grim has lost 32 pounds since he took it.



Warren Grim's lunch is eaten between 11:20 and 11:50 a. m. in a corner of the steering-post assembly department. It consists of two sandwiches, pickle, canned fruit,

crackers, coffee. Grim's lunch conversation these days is usually about a pay raise. Neither he nor anyone else dares mention unionization in the closely policed Ford plant.

## Warren Grim: His Job, Family & Home

If a composite were made of the 140,000 workers to whom Henry Ford addressed his Fordisms (see previous page), it would probably turn out to be very much like Warren Grim, 43, of Lincoln Park. Warren Grim, for whose allegiance Henry Ford and CIO Unionist Homer Martin are battling, works eight hours a day on the Ford assembly line, bolting bumpers to the rear ends of V-8s. He has a five-day week, gets \$6.40 per day. Grim was a barber in Boyertown, Pa. who, like thousands of others all over the U. S., was attracted to booming Detroit in the early 1920's. He worked for Timken Roller Bearing Co., got a Ford job in 1928, has been there since. Once he was making \$7.80 a day. In 1932, this dropped to \$5. Then came a 15-month layoff. Grim did CWA and WPA work and his wife had to go out and get a job. Today, on \$32 a week, the Grimms live comfortably but make little headway in paying off debts of almost \$3,000. They have no telephone, go to movies only six times a year and to church about as often.



Warren Grim's children (above) are Vivian, a dreamy little girl of 11 who is in Grade 5B, and Richard, a robust boy of 14, who is a Boy Scout, owns a bike, is in grade 7B.





**Warren Grim's wife** is a cheerful, plump woman of 34 who keeps his house scrupulously neat, patiently darns even the largest holes in his socks, just manages to make ends meet.



**Warren Grim's house** stands bare and unoriginal in Lincoln Park, a suburb near Detroit, surrounded by other factory-workers' homes. It has six plainly furnished rooms and is

burdened with a government loan of \$2,700. The Grims' 1933 Ford V-8 shares the garage behind the house with twenty chickens which provide eggs for the Grim table.



AN AMERICAN SCENE: THE WARREN GRIMS OF LINCOLN PARK SPEND A QUIET EVENING AT HOME IN THEIR LIVING ROOM



# MEMPHIS COTTON CARNIVAL: WHITE



**M**emphis is the world's largest inland cotton market. Every year since 1931, it has held a Cotton Carnival to advertise its principal product and to have a good time. Carnival King this year was Richard Leatherman, a cotton planter from nearby Commerce, Miss. His Queen was Miss Frances Chapman, a local 1935 debutante whose father is in the lumber business. Both are shown above reviewing a fashion parade held at Memphis' Confederate Park where mannequins wore cotton exclusively. The fashion parade was part of five days' fun which kept most of Memphis' 250,000 citizens from going to work, attracted some 250,000 visitors, enriched local shopkeepers and tradesmen by \$4,500,000. On these pages you see some of the colorful scenes which engaged Memphis' attention, both white and black, from May 11 to 15.



In this official car Carnival King and Queen toured the town, made convivial stops at points like the Tennessee Club (left).



**Queen Mother** of the Memphis Carnival was Mrs. William Burr Chapman, known for her hospitality and excellent tennis.



**A royal bridge game** in the home of Queen Frances Chapman (facing camera, with crown on table) was enjoyed by the Carnival King in full regalia.



**Carnival Queen Frances** samples the soup in her kitchen. She and the King started the Carnival off by coming down the Mississippi on a barge.



**King Ourou** of the Memphis, Memphis' oldest secret society, looks as mysterious as possible at the society's annual party.





**Prelude** to the secret-society parties which wound up the five-day Memphis Cotton Carnival was the all-day affair given by the "Rebouncers," an off-shoot of the secret societies. Here Rebounder Mrs. William Condon plies Jimmy Moore with champagne while Mrs. John Sneed Williams Jr. looks on sympathetically.



**A lovely mannequin** at the fashion parade was Mrs. George Early in an all-cotton costume.



**A perfect host** at one of the many garden parties was J. P. Norfleet of a famous cotton family.



**A contemptuous noise** is made by this garden-party guest when she spies the photographer.



**A devilish costume** was sported by Mrs. Wilson Fly at the "Rebouncers'" all-day garden party.

"REBOUNDERS'" PARTY GUESTS GATHER AROUND POOL OF HOST DOUGLAS BROOKS. AT CENTRE IS MRS. McKAY VAN VLEET, SECRET-SOCIETY QUEEN





# MEMPHIS COTTON CARNIVAL: BLACK



Of Memphis' 250,000 population, nearly 100,000 are colored. Memphis Negroes, like Memphis whites, have their own Cotton Carnival. Known as the Beale Street Cotton Pickers' Fiesta, it apes the white folks' carnival in the crowning of a king and queen, outdoes it in gaudiness and general excitement. Crowned Fiesta King and Queen this year were Thomas Hayes Jr. and Mrs. Annie Hickman, shown above reviewing their subjects in Handy's Park, named for W. C. Handy, Memphis Negro who immortalized his town's Negro district in the "Beale Street Blues." Following a Beale Street Fiesta tradition according to which the King is usually an undertaker in private life, King Hayes is proprietor of the Hayes Funeral Emporium. His Queen is the wife of Memphis' most prominent colored doctor. The Carnival festivities which their coronation inaugurated included a colored children's parade along Beale Street (left), elaborate floats, a chariot ride for the King and Queen, victrola music on an electric hookup into vast amplifiers, and a Friday night Grand Jubilee Ball complete with floor show.



**Fiesta King and Queen** dismount from their chariot for the Grand Parade of the Memphis Negro Cotton Carnival.



**Queen Ann Hickman** curtsies as King Thomas Hayes holds a "jeweled" sceptre. Said the King of the Queen: "Ain't she got dignity wid dawg?"



**Beale Street's** Cotton-Carnival King and Queen informally walk across the trolley tracks on the street near the Sunshine Oil's filling station.



"Uneasy lies the head that wears a crown," thinks King Thomas Hayes as he parks his regal headgear and sceptre between duties.





Youthful spectators like these packed Memphis' roomy Church Park Auditorium during the Grand Jubilee Ball of the Beale Street Cotton Pickers' Fiesta.



FLOOR SHOW



WALLFLOWER



JUBILEE COUPLE

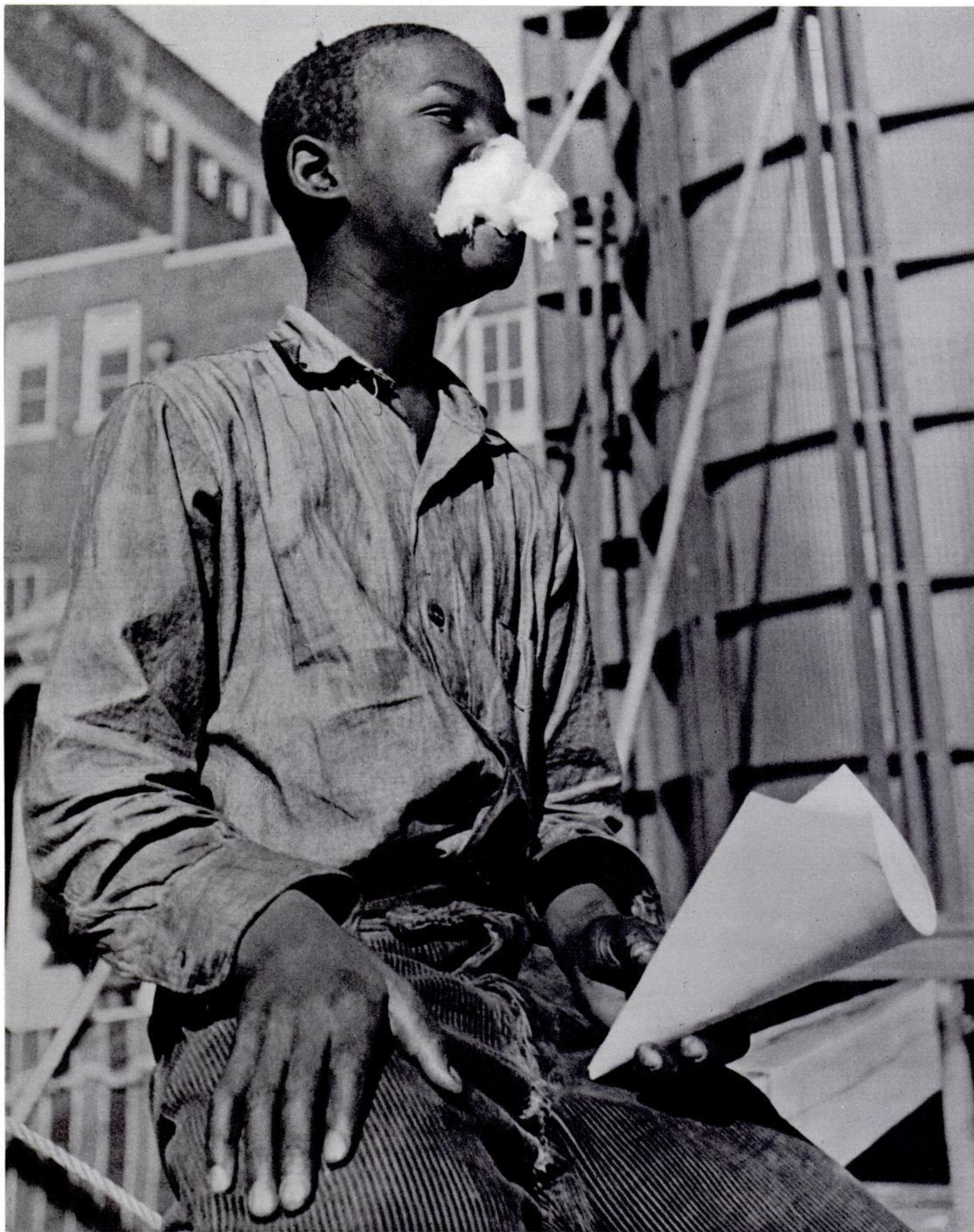


PARADE SPECTATOR

THESE FOUR YOUNGSTERS WERE NOT ASKED TO MARCH IN THE CHILDREN'S PARADE WHICH THEY ARE WATCHING SO CRITICALLY



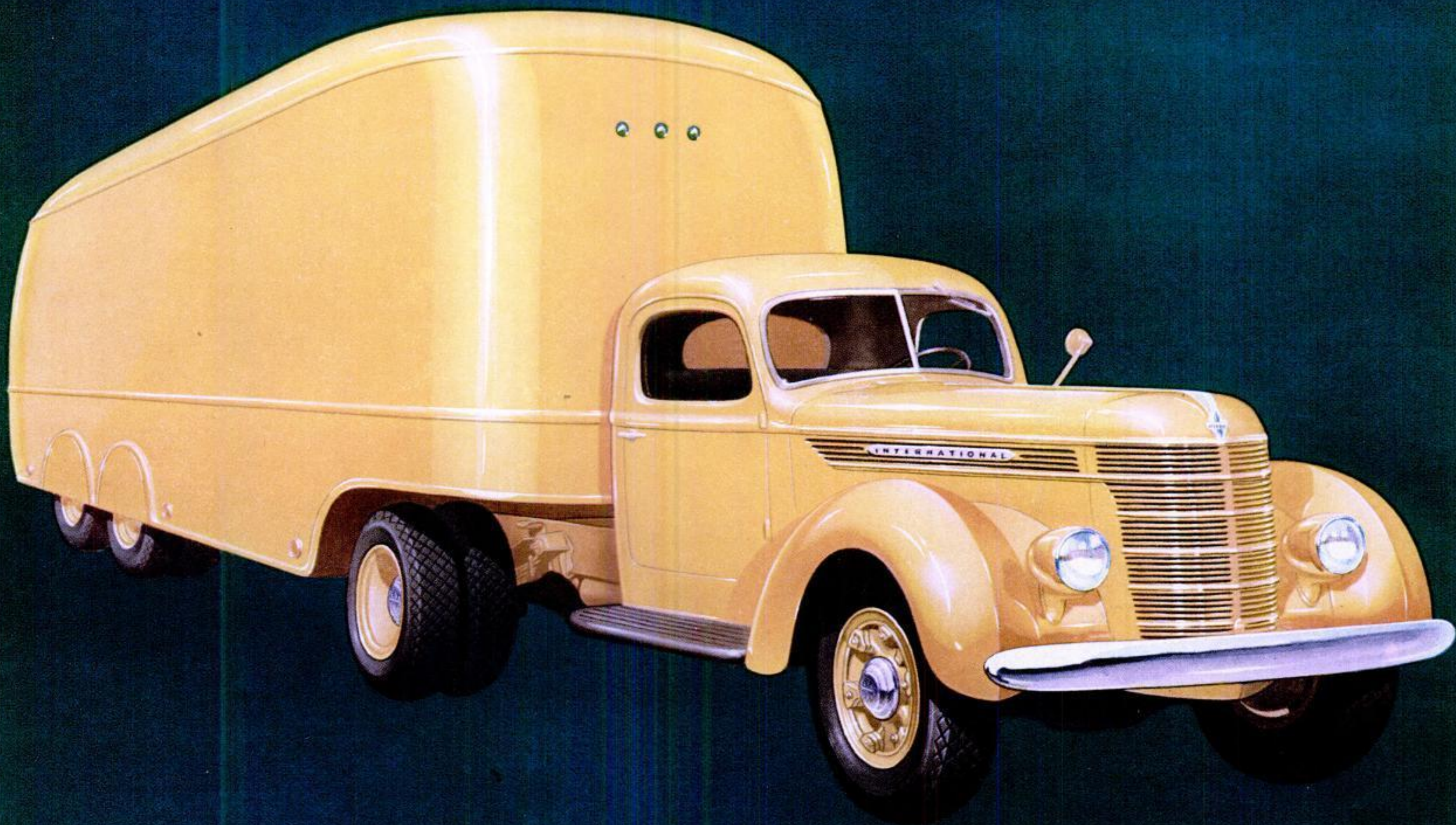


**COTTON CANDY:**

This black boy is not eating cotton but a concoction called "cotton candy" made out of spun sugar. At the Memphis Cotton Carnival enormous quanti-

ties of "cotton candy" were bought on their respective midways and consumed by both whites and blacks. As a sweetmeat, it is better than it looks.





# THE *New* INTERNATIONALS

International Harvester produces no "yearly model" changes in trucks. A new line is not just a matter of the calendar with this Company. It is interested only in keeping International trucks at top efficiency.

The International "C" models, now on the highways in many tens of thousands, are living evidence that this policy gives the truck user what he needs for hauling satisfaction. There have been no better trucks on the market, but *now* there are better trucks by far—these new Internationals.

The International reputation has advanced steadily on performance and long life, on unequalled nation-wide service, and on the truck user's final objective—ECONOMY.

In the meantime, International has been constantly at work on the basic problems of engine and chassis design,

load distribution and braking, increased power, fuel economy, and driver comfort. The resources of its engineering staff, its laboratories, its plants and proving grounds were centered in the development of a fundamentally better product. Today the many improvements are consolidated in this *completely new* line of trucks.

Today International Harvester offers truck users the finest value of the year, a product not only *engineered* to the moment, not only *proved* in the long process of development, but *styled* for public acceptance. These new trucks are at your service—on display at any International branch or dealer showroom.

**INTERNATIONAL HARVESTER COMPANY**  
606 S. Michigan Ave. (INCORPORATED) Chicago, Illinois



● Illustration shows the new International 3 to 4-ton Model D-50 with semi-trailer body of special design. International sizes range from the Half-Ton unit in the low-price field up to rugged Six-Wheelers.

# INTERNATIONAL TRUCKS



"WHAT! BUY AIR-CONDITIONING FOR A SMALL SHOP!  
SUMMER AIR CONDITIONER...PERFECTED...PRICE

# SOLD!

**GOODS MOVE FAST  
IN STORES THAT  
SHOW THIS SIGN...**



*It's not too Late*  
**TO GET AIR CONDITIONING  
THIS SUMMER**

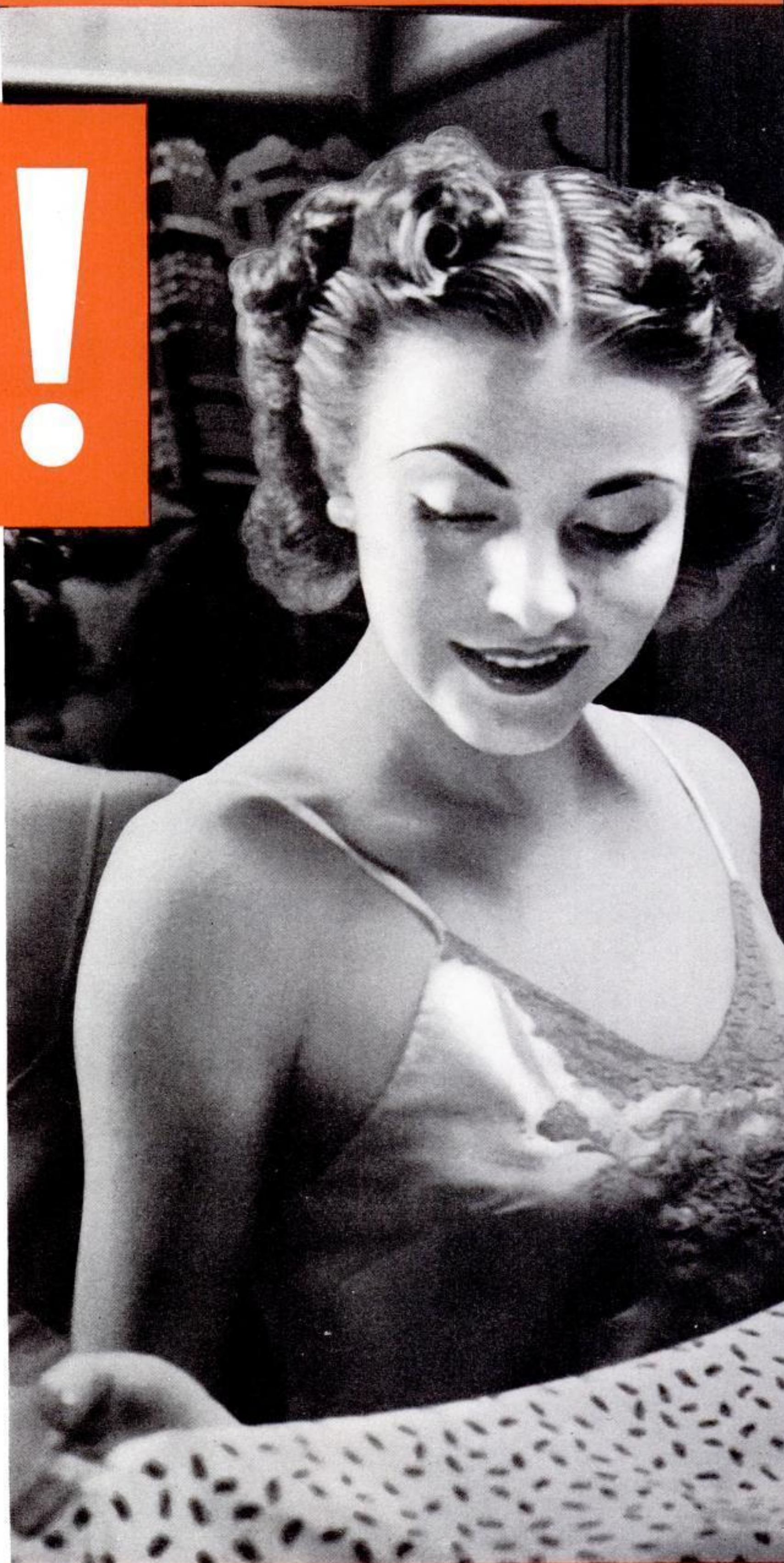
FROM A WESTERN DRESS SHOP: "Just had the biggest week in our history. Give credit to Airtemp."

FROM AN EASTERN TEA-ROOM OWNER: "Have had to build an addition to take care of crowds."

They're all getting profits from summer air conditioning... *so can you*—by installing an Airtemp air conditioning system.

HERE'S WHAT YOU GET: complete air conditioning. Airtemp cools, filters, takes out moisture and circulates air.

HERE'S WHAT YOU PAY: a small amount down puts it in your store. Cash price, only \$697.50, F.O.B., Dayton. See your dealer, or clip the coupon. AIRTEMP, INCORPORATED, Dayton, Ohio. Subsidiary of Chrysler Corporation.



*Cool for  
Profit-with*

# CHRYSLER'S AIR



OP LIKE MINE?"...YES! HERE'S A PRACTICAL, NEW  
ED LOW! A SMALL DOWN PAYMENT INSTALLS IT



**\$697<sup>50</sup>** F.O.B. DAYTON  
Installation Additional.  
Type and Size of Space  
Determine Number of  
Units Required.  
For standard 3-Phase, 60-Cycle Current

## QUICK FACTS:

### ABOUT CHRYSLER'S AIRTEMP NEW "ALL-IN-ONE" UNIT

Here is a complete air conditioning system "all-in-one-cabinet"! Cools, dehumidifies, circulates and filters air. Can be used for heating also\*.

Readily installed . . . only 3 connections.

Takes only 20" x 33" floor space...7' 6" high ...yet is of 3-h.p. capacity.

It can be readily moved and reinstalled.

All parts enclosed in one cabinet. *All moving parts* enclosed in SEALED HOUSING.

Amazingly quiet—because the exclusive Airtemp Radial Compressor

is designed to incorporate the principles of the famous FloatingPower mounting.

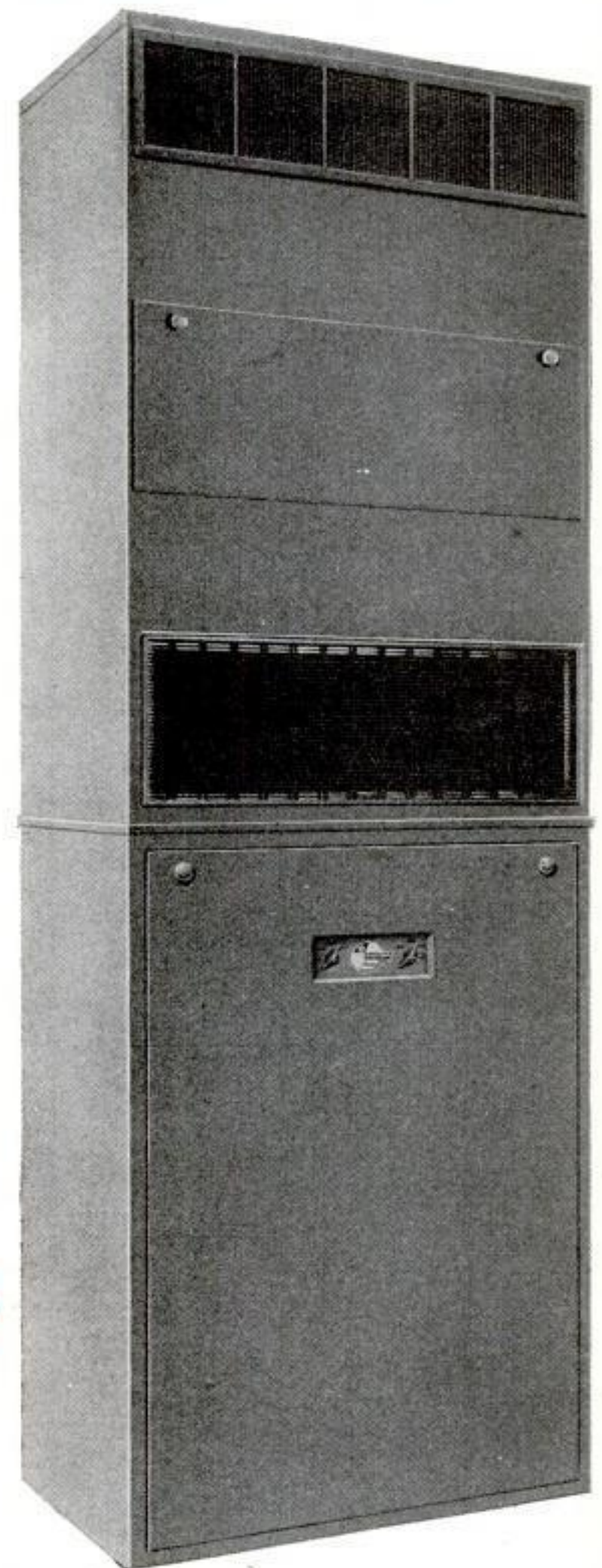
Distributes air above head level.

Low first cost...low in operating cost.

Uses famous Freon refrigerant . . . entirely safe and efficient.

Built-in thermostat—easily adjustable for economical regulation of room temperature.

\*Heating element for connection to present heating system furnished at slight additional cost.



**AIRTEMP** COMMERCIAL  
AIR CONDITIONER

#### MAIL THIS COUPON TODAY

AIRTEMP, INCORPORATED, Dayton, Ohio Dept. L-5-31  
Gentlemen: Please send me details about new Airtemp "All-In-One" Air Conditioner for my

(Mention type of space to be cooled)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

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# You've Got To Give Them *Credit*

THE OLD LADY who lived in a shoe had an advantage over millions of young married couples of this generation. They start on a *shoestring*. But they won't long be denied. They know what they want. They know Commercial Credit Company makes possible the fulfilment of many needs and many desires. Their families enjoy modern comforts that no other nation boasts in such abundance.

Two families out of every three in America have automobiles. Most of them buy their cars "on time." They pay as they go. The nice thing about it is, they pay a *little* while they go a *lot*, enjoying fair-weather recreation . . . stormy-weather protection.

Automatic refrigerators, oil-burners, washing machines and many other home-appliances are also bought largely on the deferred payment plan. If folks had to pay cash for such things, these would be pigmy industries. With credit, these industries are booming. And the youngsters of today are not going to be satisfied with less when *they* are the providers and *their* children's welfare is the issue. They'll buy new things, more things and better things in the same easy "time payment" way.

Commercial Credit Company has for many years helped promote family welfare by providing time payment financing at low cost. When you want to buy with maximum convenience and safety, ask your dealer to tell you about Commercial Credit Company low cost financing.

## COMMERCIAL CREDIT COMPANY

COMMERCIAL BANKERS



SERVING MANUFACTURERS, DISTRIBUTORS AND DEALERS THROUGH 179 OFFICES IN THE UNITED STATES AND CANADA





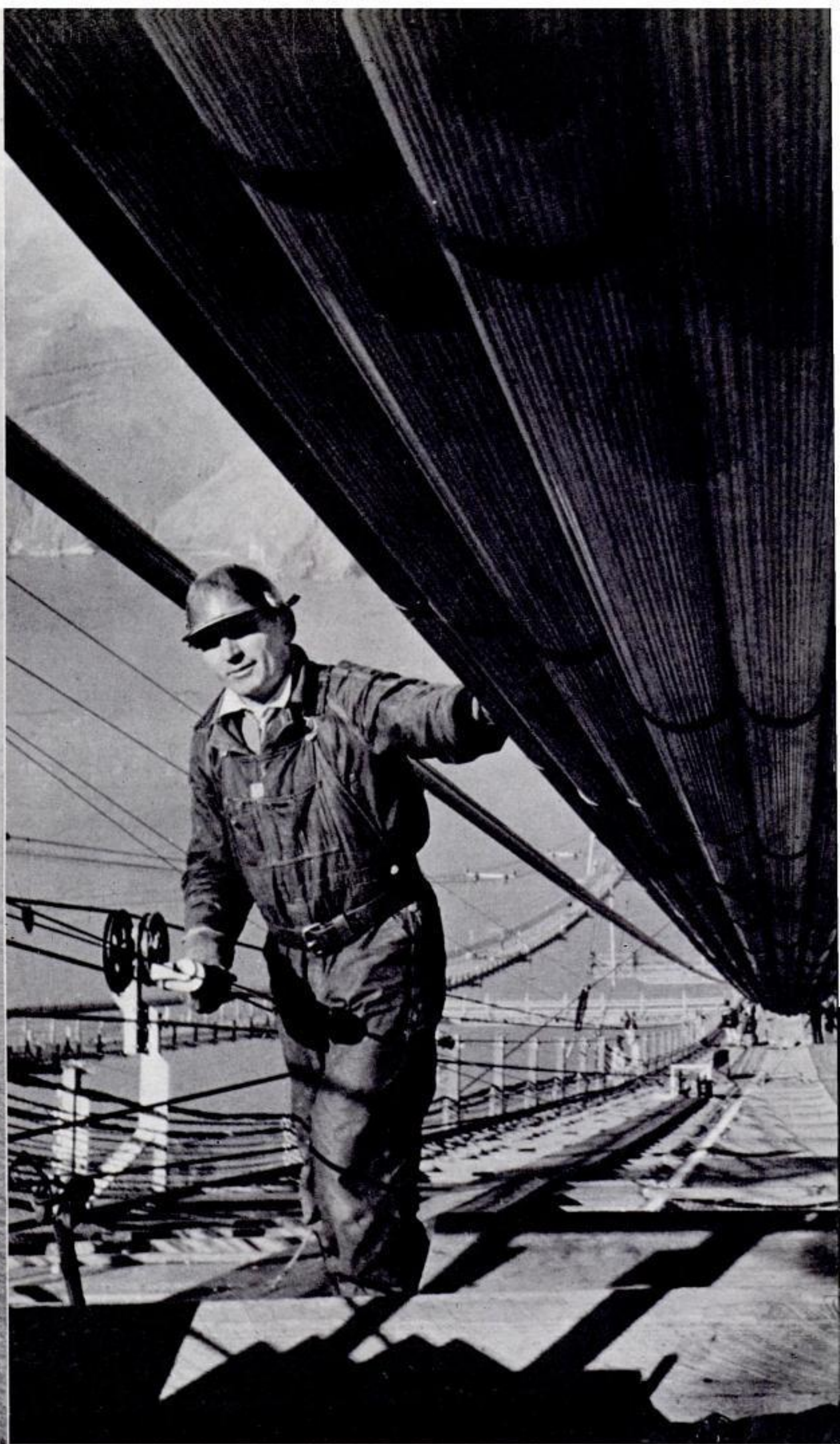
## ENGINEER STRAUSS PATS HIS BIGGEST JOB—THE GOLDEN GATE BRIDGE

Joseph Baermann Strauss is the most renowned builder of bridges in the world. He has spanned with steel more than 300 rivers, harbors and gorges in every civilized country. The picture above shows Mr. Strauss standing on a catwalk 300 ft. above San Francisco Bay, patting one of the cables which hold up the crowning achievement of his long career. This is the Golden Gate Bridge, which will open, amid great festivities, on May 28.

In throwing 100,000 tons of steel across the entrance to San Francisco Bay, Mr. Strauss has fulfilled a dream which many engineers have shared. It has been nearly as much a job of promotion as of engineering. Strauss

submitted plans for the bridge in 1919. A proud and resolute man, of Napoleonic stature and Napoleonic spirit, he has done battle against people who said that the bridge could not be built, people who said that it would never pay for itself, people who said that the first earthquake would send it tumbling down, people who said that Japan would sink it and block the harbor. He has celebrated his victory in a poem called *A Symphony In Steel* which begins: "Launched midst a thousand hopes and fears, damned by a myriad hostile seers, yet ne'er its course was stayed." Engineer Strauss's reward is material as well as spiritual. His fee will be \$1,000,000.



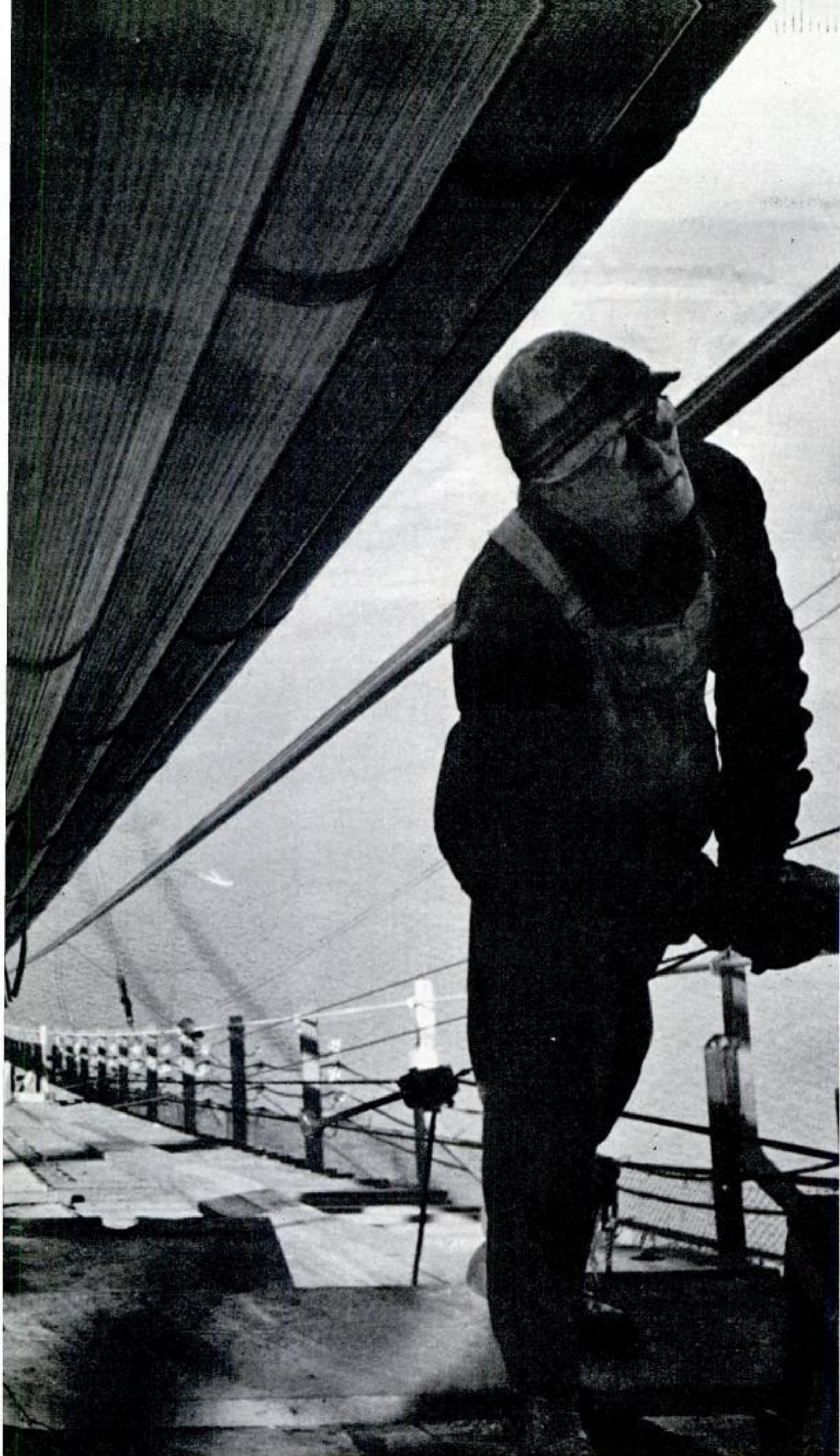


## GOLDEN GATE BRIDGE, WORLD'S

**T**he Golden Gate Bridge is designed to connect the city of San Francisco on the south, with the counties on the north where many San Franciscans live and where much of the city's food is grown. From tower to tower the central span of the bridge stretches 4,200 ft.—the longest span on earth. It took four years to build and cost \$35,000,000, which will be recovered, if at all, in 50¢ tolls. It contains more steel (100,000 tons) than any similar structure.

Work on the bridge began in 1933. Engineers first sunk two piers, one close to the northern shore and the other about 1,100 ft. out from the San Francisco shore. Sharp controversy marked the placing of the southern pier, a Stanford seismologist claiming that it stood on a geologic fault, the worst possible place in event of earthquake. But Chief Engineer Strauss argued the critic down and the two 746-ft. towers which you see at left were reared. Designed for beauty as well as strength, they taper to the top in set-back style.





## LONGEST SPAN, OPENS MAY 28

Between the towers were strung two cables each  $36\frac{1}{2}$  in. thick and together containing 80,000 miles of steel wire. The picture above shows one of the nearly completed cables, with two workmen adding the last strands. The finished cables were wound with more wire, so tightly that the one in the picture at right appears to be sheathed in metal.

Suspended from the cables is a six-lane roadway. Because the Golden Gate is a great channel of commerce, the roadway had to be 220 ft. above high water level. Even so, the great Canadian Pacific liners which go to the Orient have had to shorten their masts.

For the safety of workmen on the bridge Chief Engineer Strauss borrowed an idea from trapeze artists and strung a huge net under the bridge. On Feb. 17, a platform broke loose and ripped through the net, carrying ten men to their deaths. But even with this tragic accident the death toll was less than on most bridges of comparable size.









## THE WORLD'S MOST SPECTACULAR BRIDGE SITE

Spanning the mile-wide entrance to San Francisco Bay, the Golden Gate Bridge occupies probably the most spectacular bridge site in the world. You are looking from inside the harbor toward the open sea. In the foreground is the northern end of the city of San Francisco, showing a landing field along the shore, a yacht basin, and a dilapidated colonnade (*bottom, centre*), left standing from the Panama-Pacific Exposition of 1915. On the further shore are the hills of Marin County, behind which lie prosperous suburbs, orchards, truck farms, and sheep ranches. The northern approach to the bridge is a tunnel through the hills. Out of the picture to the east is one of the world's most beautiful harbors, spanned by the longer but less impressive Transbay Bridge which opened last year. The Golden Gate bridge is so designed that if it should be destroyed by an enemy fleet it would sink to the bottom of the channel and not bottle up the harbor.





LEANING OVER A RAILING AT SUN VALLEY LODGE ARE SOME OF THE MOVIE EXTRAS WHO GLADDENED THE EYES OF KETCHUM, IDAHO, LAST WINTER



**A silver prospector** is Gus Anderson who lives with his wife and dog in a remote corner of Sun Valley. Most winters the Andersons, locked in by ten feet of snow, have no visitors for months at a time.



**To this lonely house** of the Andersons last winter came Paramount agents with an offer to lease their land for \$500 and build a movie set. Delighted to have the cash and com-

pany, the Andersons accepted and for two months had 250 guests in their front yard. When the picture was finished Paramount gave them the set, into which they moved.



## MAKING THE MOVIE OF THE WEEK:

### *I Met Him in Paris*

No small town in the U. S. has had more to astonish it during the past year than has Ketchum, Idaho. Excitement first came to Ketchum when William Averell Harriman, board chairman of the Union Pacific Railroad, fixed upon it as the ideal spot for a sort of American St. Moritz. Mr. Harriman and his friends renamed that part of the country Sun Valley, built a lavish winter resort in the Continental style and filled it with Eastern sportsmen. Ketchum was just getting used to this when a movie company arrived in town. Director Wesley Ruggles of Paramount brought a trainload of girls, cameras, wardrobes, hot-water bottles, Claudette Colbert, cement and wax icicles. On the property of a silver prospector some eleven miles from town he erected an Alpine village and began shooting the first real winter-sports movie. LIFE's Photographer Alfred Eisenstaedt happened to be at Sun Valley to photograph the resort itself (LIFE, March 8) and spent some of his time with the movie company. Observe on these pages some of Eisenstaedt's pictures and, on the following page, some scenes from the completed movie which has just been released under the title *I Met Him in Paris*.



**Making shadows** where there aren't any is no problem at all to a movie director. When Wesley Ruggles decided that he needed some markings on the bob run (right) to show the speed of the sled, property men (left) were assigned to hold cut birches so as to cast shadows.



**Bobsled spills** had to be practiced by the hour in sub-zero temperature to get them right for the camera. The bobman whose unhappy face can be seen in the farthest picture is Actor Melvyn Douglas.



People like this from Hollywood took over the prospector's property. Under the beret is Producer-Director Wesley Ruggles of Paramount; under the mink, Claudette Colbert.



What the movies built in Sun Valley was a swank Alpine chalet, surrounded by villagers' huts, skating rinks and a bobsled run. The rear part of the chalet is roofless and backless but

the front part is a completed building. During the production of *I Met Him in Paris* it served as a hotel for the extras and technical crew. Now it is Prospector Anderson's home.



## MOVIE OF THE WEEK (continued)

To make *I Met Him in Paris*, Paramount transported 250 people to Idaho, built an Alpine village, taught actors to skate, caused cameramen to freeze their feet and spent nearly \$1,000,000. The result is an unpretentious and fairly amusing comedy, containing the scenes which appear on this page. *I Met Him in Paris* tells the story of a New York working girl (Claudette Colbert) who meets in Paris not one man but two: Robert Young, playboy, and Melvyn Douglas, cynic. The three go to Switzerland for the sports and the rest of the picture takes place on ski trails, skating rinks and bobsled runs. Claudette has about made up her mind to marry Young when his wife turns up, causing her to reconsider.



**Claudette Colbert can skate**, as the movie proves. She learned in 1935, while honeymooning, and became so expert during her six weeks at Sun Valley that Paramount dropped the idea of using a double. The St. Georg chalet above is the same one which appears on page 49.



**A bobsled ride** is the most exciting sequence in the movie. From front to rear on the sled are the driver (a professional bobman), Melvyn Douglas, Claudette Colbert and Robert Young. Mr. Young is supposed to be brakeman but falls off as the sled starts down the run.



**Claudette falls off** too as the bob rounds a steep curve near the bottom of the run. Trapped between walls of ice, she spends a frantic two minutes trying to stand up on the glare surface while the following bob whizzes past her head and Mr. Douglas rushes to the rescue.



**Douglas reaches her** but by that time the bobsled has roared away and the danger is past. The excitement is too much for them. Miss Colbert and Douglas simultaneously faint.



**The end of a skijoring trip** is seen at left. Miss Colbert (right) and Young land this way when the horses which have been pulling them on skis elect to jump a snowbank.



*Give them time  
and they'll win  
success!*



## CHOOSE AN ELGIN FOR YOUR GRADUATE

**REMEMBER YOUR OWN GRADUATION?** Ruffles and Sunday bests... valedictory... dreams... a little gulp of uncertainty. And then somewhere afar off someone reading out your name...

**REMEMBER THE BIGGEST THRILL OF ALL?** Remember the moment dad and mother gave you your ELGIN watch? What a glow of confidence it brought! You knew then you'd win success. For "the folks" believed in you, they expected great things of you... and you could never let them down.

**THEN DON'T DISAPPOINT YOUR GRADUATE!** Promise yourself that your boy or girl will know that same thrill. Plan now to give an accurate ELGIN watch. A special pre-graduation showing of the smart new models is in progress at your jeweler's.

★ **ELGIN** ★

CHOICE OF AMERICAN GRADUATES SINCE 1865

**FINEST GRADUATION ELGINS EVER CREATED!** There is such a modern lilt and swing... such loveliness in the newest ELGINS for girls that you'll almost wish graduation time came oftener. The models for men are handsome, sturdy, competent-looking. You sense at once their honest value and workmanship... their extreme dependability.

Each ELGIN is produced by master craftsmen and scientists working together in perfect partnership at every step. Each is timed for accuracy to the absolute standard of the stars. The quality of every case is plainly marked.

ELGINS of 15 jewels or more range from \$25 to \$500. Other dependable models begin at \$17.50. All prices are slightly higher in Canada.



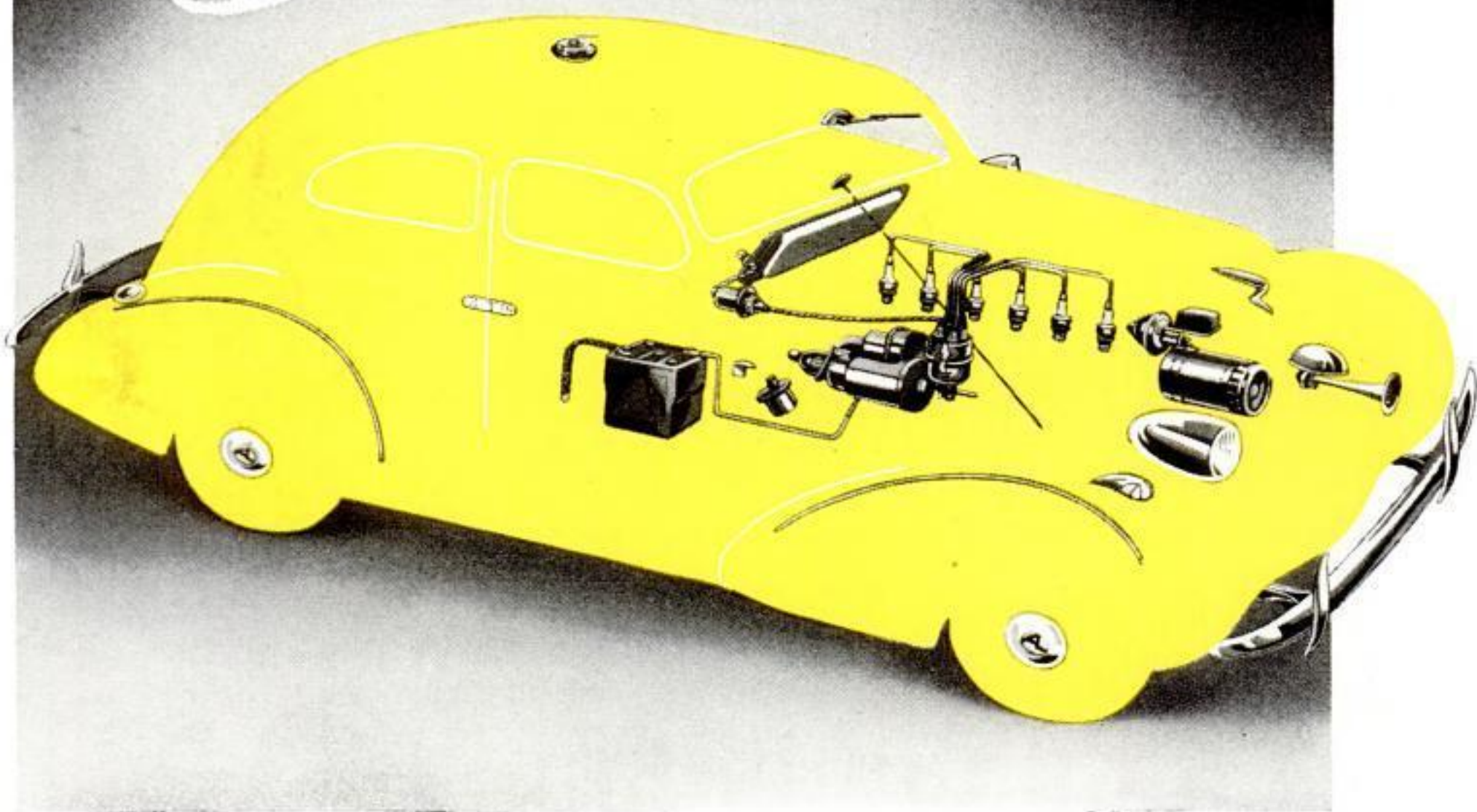


# AUTO-

## COMPLETES THE IGNITION

# First SPARK

*Ignition Engineered by*



26 YEARS BUILDING

STARTING, LIGHTING AND IGNITION

The vital spark needed to start and run millions of cars daily is stored, distributed, timed and generated by Auto-Lite products. For 26 years, the Electric Auto-Lite Company has provided original starting, lighting and ignition systems to a majority of engine manufacturers. Today, Auto-Lite builds more than 250 dependable products in use on land and sea and in the air. Each product is distinguished by its advanced design and scientifically controlled quality. The Roll Call of manufacturers using one or more Auto-Lite products in their equipment is the "Blue Book" of the Industry.

ALLIS-CHALMERS... AUBURN... BROCKWAY... CHRIS-  
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... FEDERAL... FORD... GRAHAM... GRAY MARINE...  
HUDSON... HUPMOBILE... INTERNATIONAL  
HARVESTER... KERMATH... LINCOLN... LYCOMING  
... NASH... PLYMOUTH... PACKARD... REO...  
STUDEBAKER... WHITE... WILLYS.

### THE SPARK PLUG IS NOW PART OF THE IGNITION SYSTEM

Yesterday, Spark Plugs were just another accessory. Today, Auto-Lite Ignition Engineers, after a quarter-century of research and experience, have developed the Auto-Lite Spark Plug as a *component part of the ignition system*, the first spark plug built to work in perfect harmony with the rest of the ignition system—and as a result, produce perfect performance. The **FIRST** Spark Plug, Ignition Engineered by Ignition Engineers.

This revolutionary advance has been achieved because of the unique position, experience and facilities of The Electric Auto-Lite Company—the nation's number one builder of starting, lighting and ignition equipment supplied to a majority of engine manufacturers for original equipment. With such a background of intimate knowledge of Ignition performance, it is only logical that Auto-Lite Ignition Engineers should produce a basically better spark plug.



# LITE

## SYSTEM WITH THE

# PLUG

*Ignition Engineers*



### **AUTO-LITE SPARK PLUGS OFFER MANY NEW, IMPROVED FEATURES**

All units of the Ignition System must be balanced if maximum performance is to be obtained from the modern motor.

Auto-Lite Ignition Units are built to deliver a spark of the right characteristics, in the right place, at the right time.

To make this fully possible, Auto-Lite Engineers developed new materials and improved features. Konium, for example, is a new electrode superior in vital properties to anything heretofore available. Ziramic is a new insulator material developed and made by Auto-Lite. These features insure longer life and better ignition performance.

Renew the "new-car performance" of your car by installing a set of Auto-Lite Spark Plugs. The improvement is instantly noticeable when you step on the starter. The economy is proven as you drive. Tell your dealer you want Auto-Lite Spark Plugs. Merchandising Division, The Electric Auto-Lite Company, Toledo, Ohio.

### **23 FACTORIES PRODUCE AUTO-LITE EQUIPMENT**

Twenty-three factories, strategically located, are required to produce the highly specialized automotive products manufactured by Auto-Lite.

Head, Stop and Tail Lamps • Air and Electric Horns • Spark Plugs • Ignition Systems—Starting, Lighting and Ignition • Flexible Cables and Castings • Electric Windshield Wipers • Ammeters—Voltsmeters • Heat Indicators • Gasoline Gauges • Speedometers • Pressure and Vacuum Gauges • Aluminum and Zinc Die Castings • Bumpers • Hub Caps • Tie Rods and Drag Links • Rubber-covered and Enameled Wire (Sterling Cable) • Automobile Heaters • Storage Batteries—Auto-Lite, Prest-O-Lite and USL • Service Test Equipment • Metal Decorations—Litho and Etched • Dash Instrument Panels • Aviation Instruments and Controls • Boots and Leather Automotive Equipment • Aviation Lighting Equipment • Exhaust Gas Analyzers • Bakelite Molded Products • Electric Arc Welders



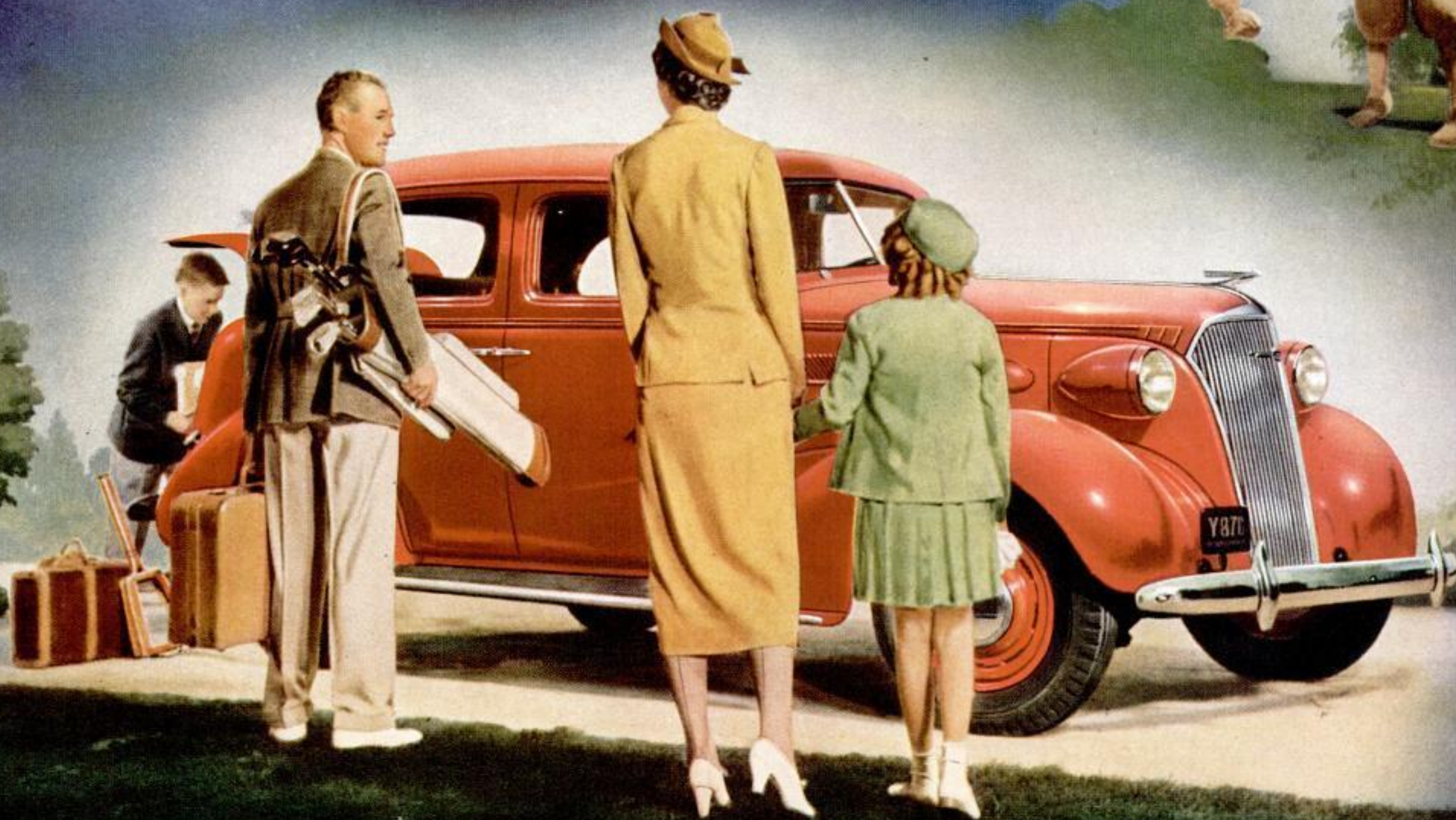


# Vacation Days

are happier days when you go in a  
**CHEVROLET**

Think how many places you can go . . . how many sights you will see . . . how many things you can do—if you take your vacation this summer in a Chevrolet! And think how comfortably you'll travel . . . how thrilling each mile will be . . . how little the trip will cost . . . in this smarter, safer, smoother-riding car! Vacation days are happier days when you go in a Chevrolet, because it's *free-handed* with thrills but a *miser* with its owner's money!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation  
DETROIT, MICHIGAN



THE ONLY COMPLETE CAR—PRICED SO LOW





## KENT SCHOOL ROWING

**The Country's Crack Prep School Crew Prepares for the Schoolboy Rowing Association's Annual Regatta May 29**

**W**hen the third annual interscholastic regatta of the Schoolboy Rowing Association of America is held at Lake Quinsigamond, Worcester, Mass. May 29, many an excellent school, including old and famed St. George's will be represented. But from a rowing point of view, even the most swank and expensive of U. S. preparatory schools must yield to Connecticut's Kent, where expense is conditioned to the pupil's parents' purse and where swank is subordinated to the simple life. Founded 31 years ago by Father Frederick Herbert Sill, an Episcopal monk of the Order of the Holy Cross who is still its headmaster

and rowing coach, Kent lets its boys pay a tuition fee ranging from nothing to \$1,500, depending on their families' circumstances. And no matter what their circumstances, all Kent boys share in the School work of making beds, waiting on table, washing windows, tending furnaces. Because Father Sill is an old crew man himself (1895 Columbia varsity), and because the Housatonic River is nearby, Kent crews have long been famous. In 1927 and 1930, Kent crews were the first U. S. boarding-school crews to row in the British Henley, a fixture which they won in 1933. Here-with some views of Kent's current rowing activities.



**In black canonicals,** Kent's headmaster and coach Father Sill bellows instructions to the school's first crew. Standing in picture at left is Senior Coach F. D. Walker.



**Your  
Car's No  
Nudist!**



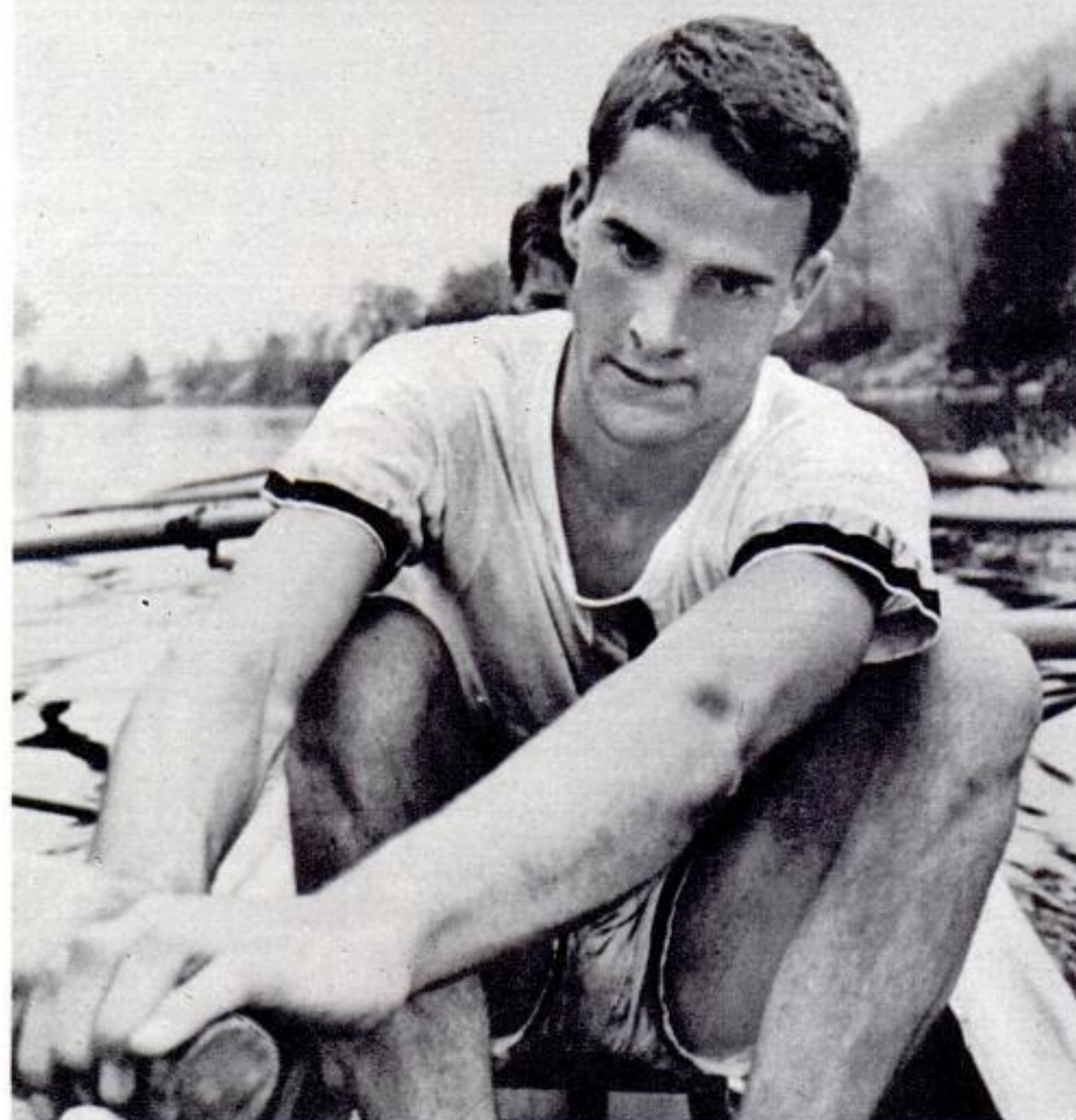
**EVERY CAR NEEDS SIMONIZ**

Dress up your car with Simoniz! It's something all finishes must have to stay beautiful. A secret ingredient, found only in Simoniz, keeps weather, dirt, and ultra-violet rays from dulling and destroying the lacquer or enamel. It preserves these finishes, and prevents their colors fading. So, never let your car go Nudist. Get Simoniz and Simoniz Kleener . . . follow the simple directions . . . and you'll always have a beautiful, new-looking car to drive.

*There's nothing to compare with Simoniz and Simoniz Kleener. Insist on them for your car. Easy to use. Inexpensive. Dependable. Sold all over the world . . . and never under any other name.*

**MOTORISTS WISE  
SIMONIZ**

**KENT ROWING** *(continued)*



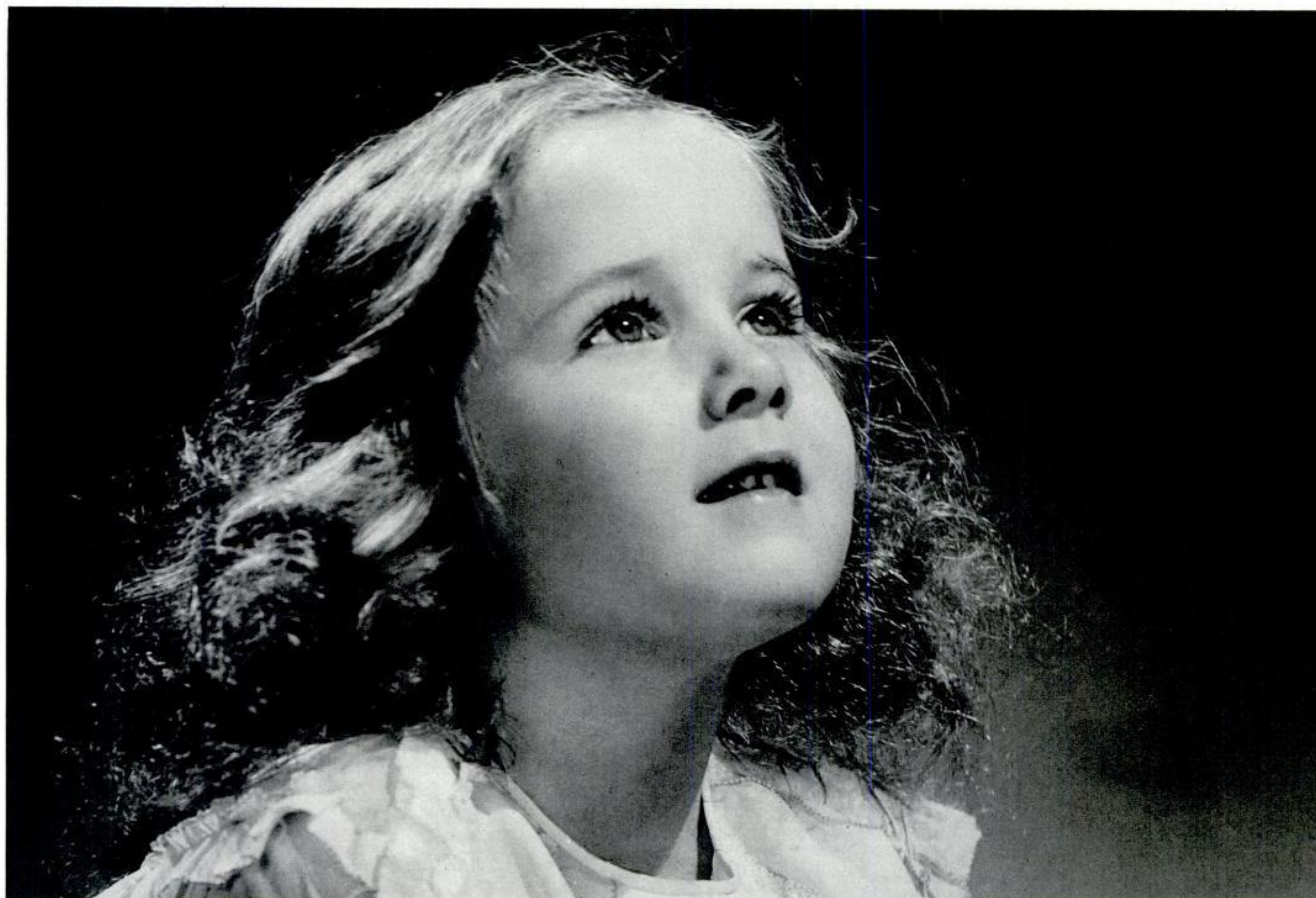
**Stroke** of Kent's 1937 first crew which will enter the interscholastic Schoolboy Regatta at Worcester this Saturday is John A. Blair, 18-year-old Kent senior who stands six feet high, weighs 170 pounds. He stroked the Henley crew last year.



**Coxswain** of the Kent first crew is Socialist Leader Norman Thomas' son Evan W. Thomas II, 17-year-old Fifth Former who weighs a mere 118 pounds, is 5 ft. 3 in. tall. Below, one of the eleven Kent shells is about to be lowered into the water.







## Confidence . . . in what?

**W**ITH eyes that know no fear, no doubt, no questioning, she looks to you for guidance.

How important, therefore, it is to be sure that she has the benefits of modern science to guard her against the hazards of life that would rob her of health and happiness.

One of those hazards is the almost universal prevalence of dental infection.

A Government report on the examination of more than a million children in schools, indicates an average of two infected teeth per child.

As age advances, conditions grow worse. Impairment of appearance — even actual loss of teeth — is only a minor result of dental infection. Unchecked, it can retard physical and

mental development — contribute to serious illness of vital organs — even shorten life.

### *Most Tooth Decay*

#### *Can be PREVENTED*

Because of these facts the House of Squibb recommends a simple plan by which most tooth decay can be prevented. Part of this plan is the use of a scientific dentifrice. Squibb Dental Cream and Squibb Tooth Powder are scientific products providing effective home aid in the care of the teeth and gums.

Squibb dentifrices contain an antacid that neutralizes the bacterial acids that cause decay, wherever it comes in contact with them. And you will like the refreshing cleanness of the mouth and brilliant luster of the teeth that result from their use.

### *Follow THE SQUIBB PLAN*

1. Brush your teeth thoroughly at least twice a day, using a dentifrice that is efficient and safe: one prepared by a reliable maker.
2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service. . . .

*For more than three-quarters of a century, millions of careful families have depended on the name of Squibb. Specify—*

**SQUIBB TOOTH POWDER**—it has all the scientific advantages of Squibb Dental Cream . . . for those who prefer powder.

**SQUIBB MINERAL OIL**—a safe, tasteless internal regulator.

**SQUIBB ASPIRIN**—pure and promptly effective.

**SQUIBB COD LIVER OIL**—exceptionally rich in Vitamins A and D . . . a true economy.

**SQUIBB MILK OF MAGNESIA**—free from any suggestion of earthy taste . . . another sign of purity.

**SQUIBB SODIUM BICARBONATE**—refined to an unusual degree of purity.

## SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

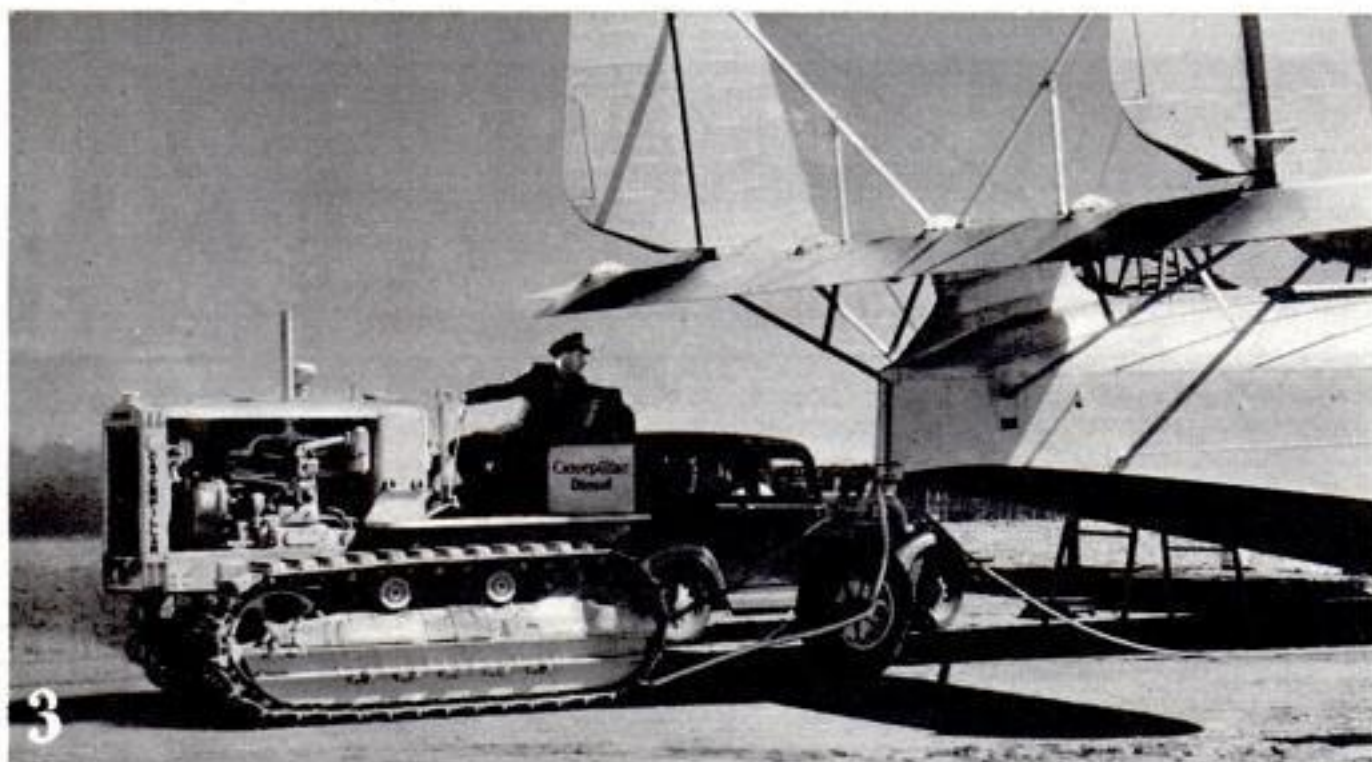




1 Joe E. Brown, starring in David L. Loew's production "When's Your Birthday?", is still laughing about a recent picture in which...



2 ... he did tricks with a Diesel-powered "Caterpillar" tractor. For "Caterpillar" Diesels Sinclair has...



3 ... developed an outstanding new lubricant, Sinclair "Tenol" which enables a tractor-owner to operate his tractor ten times as many hours between overhauls! You also benefit by Sinclair research in lubrication when you...



4 ... have your car lubricated by a Sinclair dealer. Ask him to show you the lubrication chart for your car which was prepared by Sinclair engineers.

## KENT ROWING (continued)

### "GREAT WHITE TENT" & HIS BOYS



Preliminary to crew practice at Kent is carrying shells like this one down to the Housatonic River. The School's main buildings can be seen in the background.



Relaxing aftermath of an afternoon's rowing is a dip in the waters of the Housatonic. These younger Kent boys are potential candidates for next year's first boat.



Coaching over for the day, Father Sill, in the white cassock which has earned him the nickname the "Great White Tent," addresses some Sixth Formers in his study.



# PEPPERELL DECLARES A THRIFT FESTIVAL IN EVERY AMERICAN HOME NEXT WEEK



Once again Cotton Week rolls 'round,—the Carnival of the cotton goods world. May 31st is the date,—Monday next. On that day shops will flaunt proudly the famed Cotton Week insignia—and the equally celebrated Pepperell name. Look for this name on fabrics which are made into stylish and long-wearing garments. Only skilled manufacturers are licensed to use the Pepperell label on shirts, dresses, women's slips, children's wear, and other articles made from Pepperell fabrics.

PEPPERELL MANUFACTURING COMPANY  
160 State Street, Boston, Mass.

A COMMON SCENE THIS SEASON. BLUE WAVES, WHITE SANDS, NYMPHS AND MAIDS AT PLAY IN COLORFUL BEACH TOGS OF GAY PEPPERELL PRINTS.



CLOTHES OF PEPPERELL WORK CLOTH FABRICS ARE FOUND WHEREVER HARD WORK IS DONE.



COUNTLESS MEMBERS OF THE YOUNGEST GENERATION COO THEMSELVES TO SLEEP UNDER BABY PEPPERELL CRIB BLANKETS.

TUFTED BED COVERS OF PEPPERELL FABRICS DRESS UP THE BEDS IN ROOMS EVERYWHERE.

A TREMENDOUS WAVE OF POPULARITY FOR SLIPS OF PEPPERELL FABRICS IS SWEEPING THE NATION.

MANY LINEN CLOSETS GUARD LADY PEPPERELL SHEETS.

PROSAIC THINGS—IRONING BOARD COVERS. BUT PEPPERELL FABRICS SERVE EVERY NEED—AND THOUSANDS OF STURDY YARDS HELP OUT ON WASHDAYS, YEAR IN AND YEAR OUT.

MANY A PLEASANT MEAL TAKES THE TONE OF ITS FRIENDLY GAIETY FROM THE COLOR AND PATTERN OF THE PEPPERELL DRAPERIES AT THE DINING ROOM WINDOWS.

SOFT, WARM BABY PEPPERELL CRIB BLANKETS KEEP MORE AMERICAN BABIES SNUG AND WARM THAN ANY OTHER BLANKETS.

HIS WASH SHORTS, LIKE HIS PAJAMAS, AND HIS DRESS-UP SHIRTS, ALL CARRY THE PEPPERELL LABEL.

LORD PEPPERELL BROADCLOTH SHIRTS (SANFORIZED) ARE THE NATURAL CHOICE OF MEN WHO WANT TO LOOK WELL; AND KNOW HOW TO DO IT.

A PARADE THAT MARCHES WHEREVER THE SUN IS WARM—SHE IN HER CHIC PEPPERELL PRINT, HE IN HIS TRIM PEPPERELL RAYON LINED SUIT.

COLORFUL CURTAINS OF PEPPERELL FABRIC INSPIRE THE MORNING SONGS IN SHOWERS FROM COAST TO COAST.

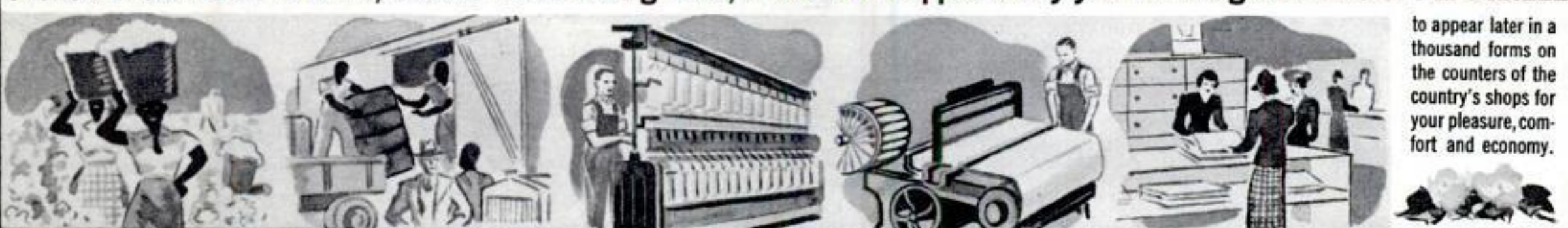
SHIRTS AND SHORTS OF OF PEPPERELL BROADCLOTH BRING COMFORT AND ECONOMY TO MEN OF EVERY AGE.

SLIP COVERS OF PEPPERELL CAETONNES AND CHINTZES ARE SEEN WHEREVER HOMES ARE CHEERY AND ROOMS ARE BRIGHT.

HER HOUSE DRESS, LIKE THOSE OF MANY OF HER MILLIONS OF SISTERS, IS A PEPPERELL PRINT.

ON DECK ON LAND OR SEA,—YOU'LL FIND SPORTS FROCKS OF PEPPERELL FABRICS WHEREVER YOU SEE WELL-DRESSED MISSES.

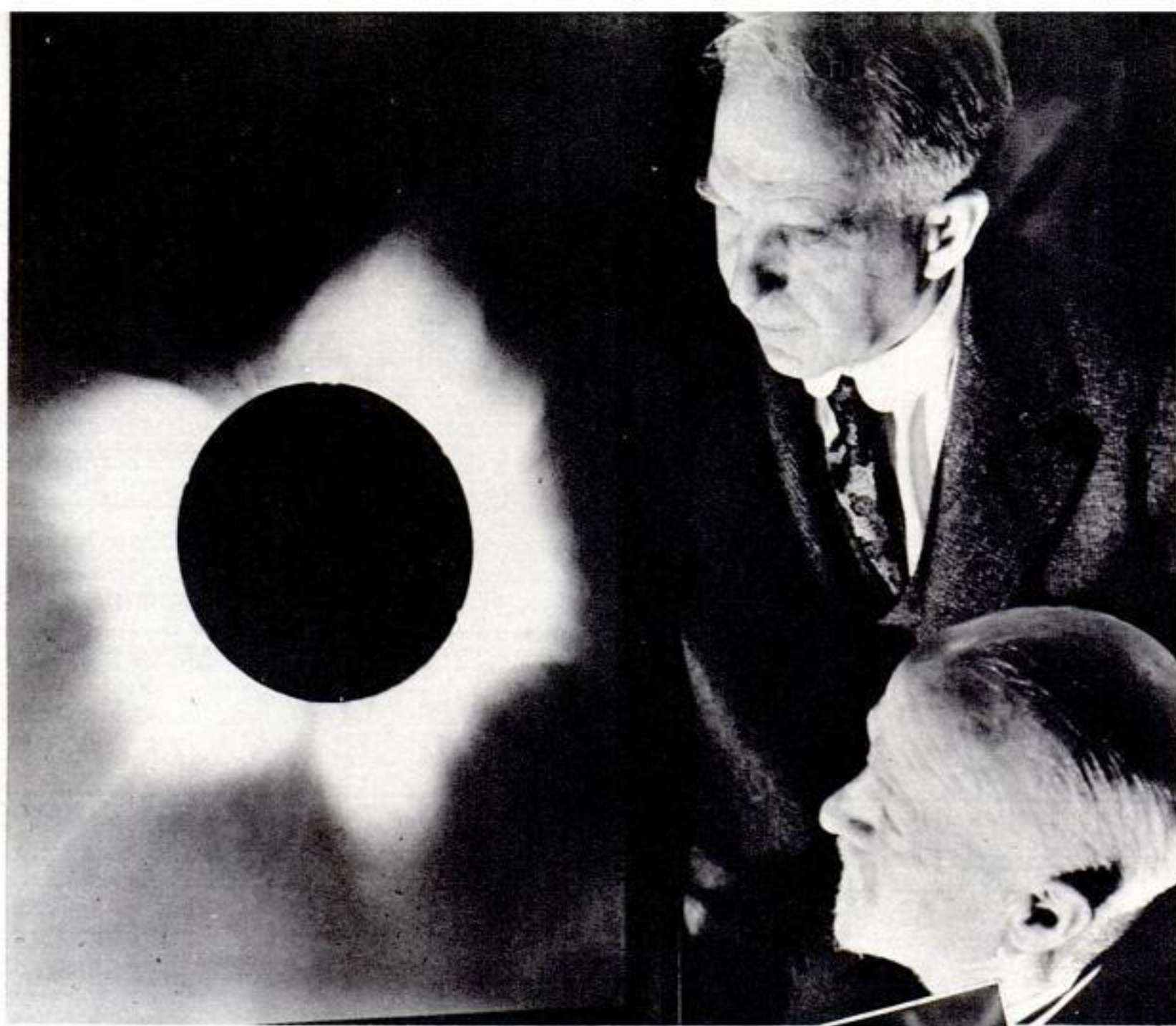
Picked in the fields of Dixie, tons of cotton are ginned, baled and shipped every year to the great mills of PEPPERELL



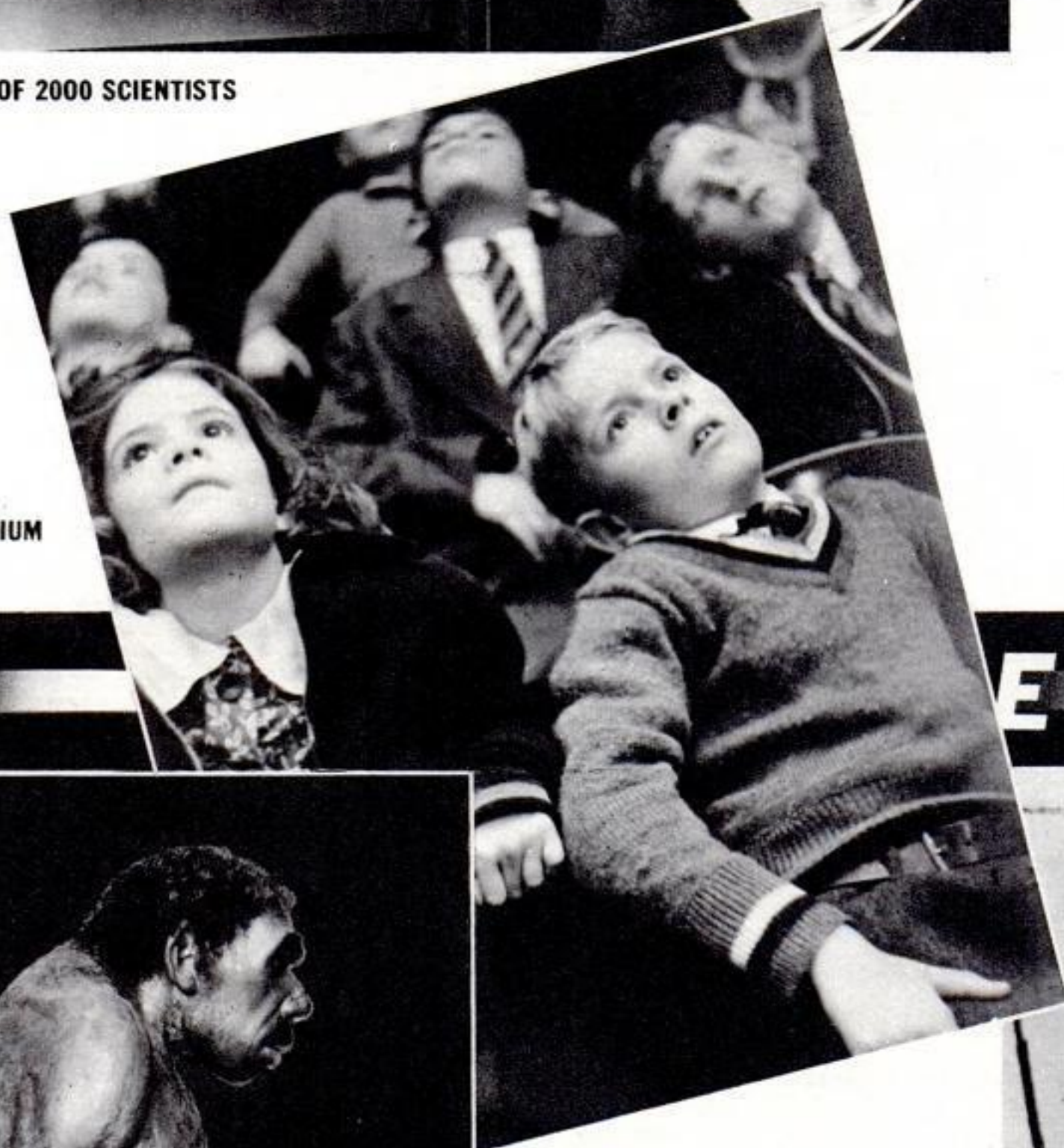
to appear later in a thousand forms on the counters of the country's shops for your pleasure, comfort and economy.

Four brands of Pepperell sheets grace the beds in millions of American homes. Exquisite Pepperell Peers True Percale, luxurious Pepperell Percale, famous Lady Pepperell and thrifty Pepperell Red Label.





**ANNUAL MEETING OF 2000 SCIENTISTS**  
(LIFE, Jan. 18)



**HAYDEN PLANETARIUM**  
(LIFE, Dec. 21)

**LIFE**

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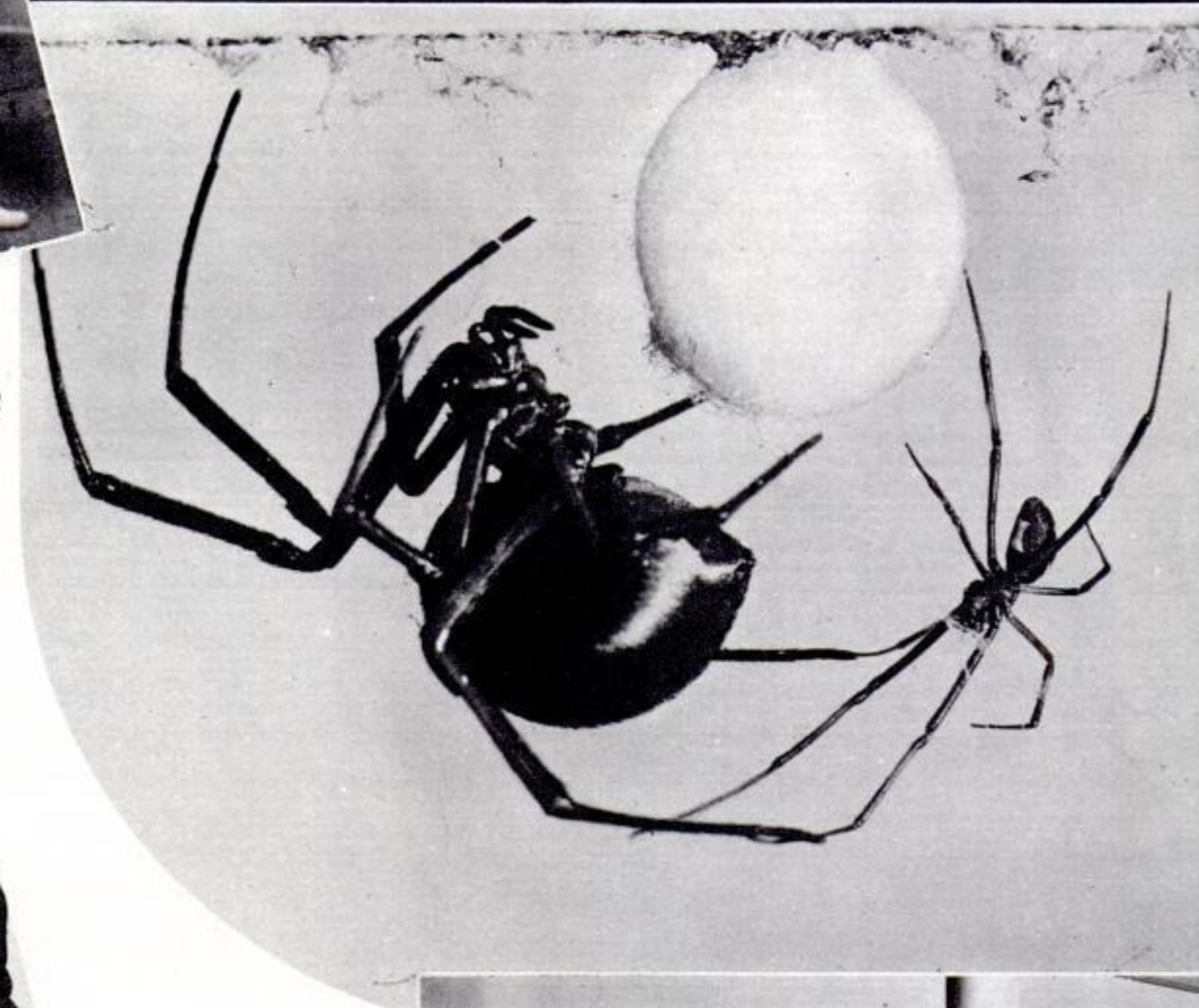
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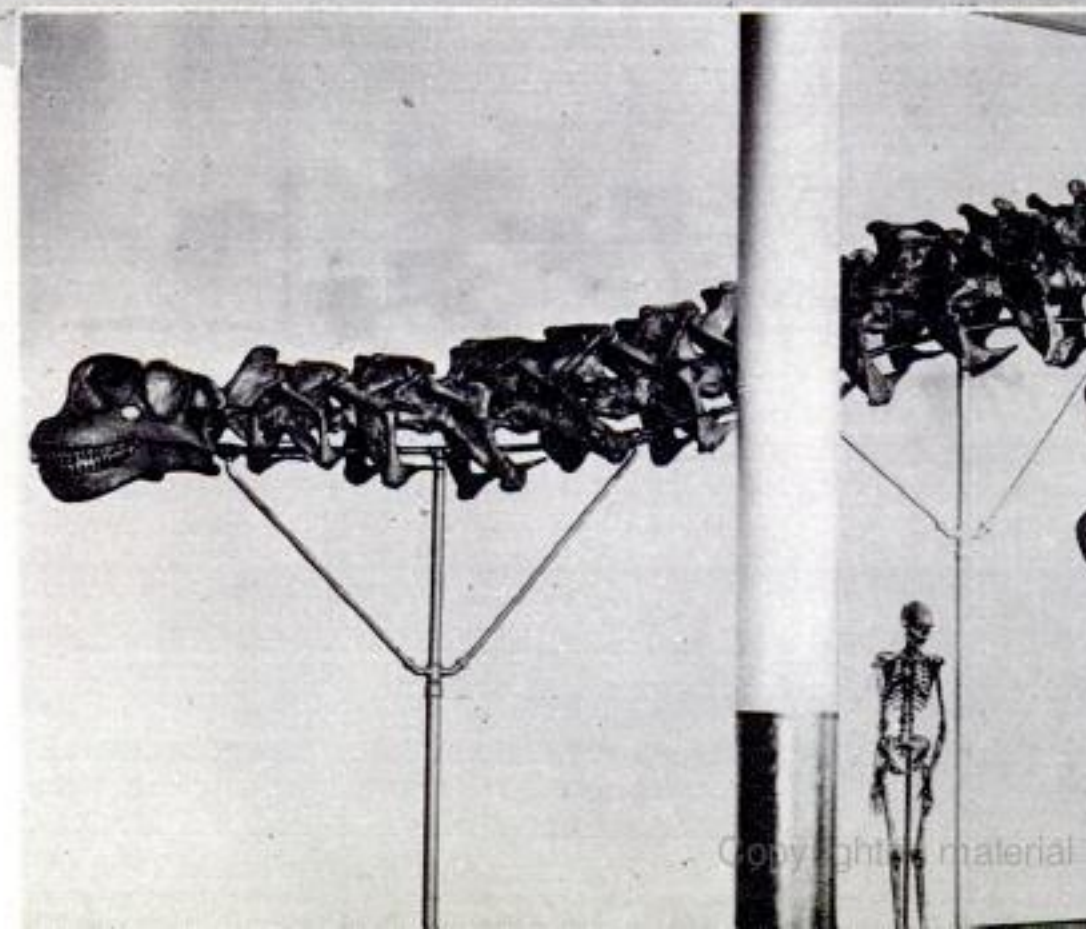


**ANCIENT MAN** (LIFE, April 12)

**BLACK WIDOW SPIDER**  
(LIFE, Nov. 23)



**RADIOMETEOROGRAPH** (LIFE, Jan. 18)



This is the sixth of a series of reports from LIFE's Editors to LIFE's Readers. Having told about LIFE's coverage of the NEWS . . . of American ART . . . about LIFE's cameras as ESSAYISTS, its date pad full of PARTIES, its pictorial BIOGRAPHIES of the great and near great, LIFE's Editors now put themselves on the record with regard to . . .

**LIFE**

**I**N the past six months, LIFE's cameras have gone down into nightblack caves . . . . They have followed the sure steel of a surgeon's scalpel and the round-open eyes of today's children staring at the heavens as they were in 7 B. C. . . . They have told the story of the dinosaurs who departed this earth sixty million years ago—of the development of mankind since its first appearance fifty-nine million years later—and of modern medicine's fight against Cancer, destroyer of that mankind.

But LIFE has just begun to report Science in pictures. To do this reporting, LIFE is



# and Science

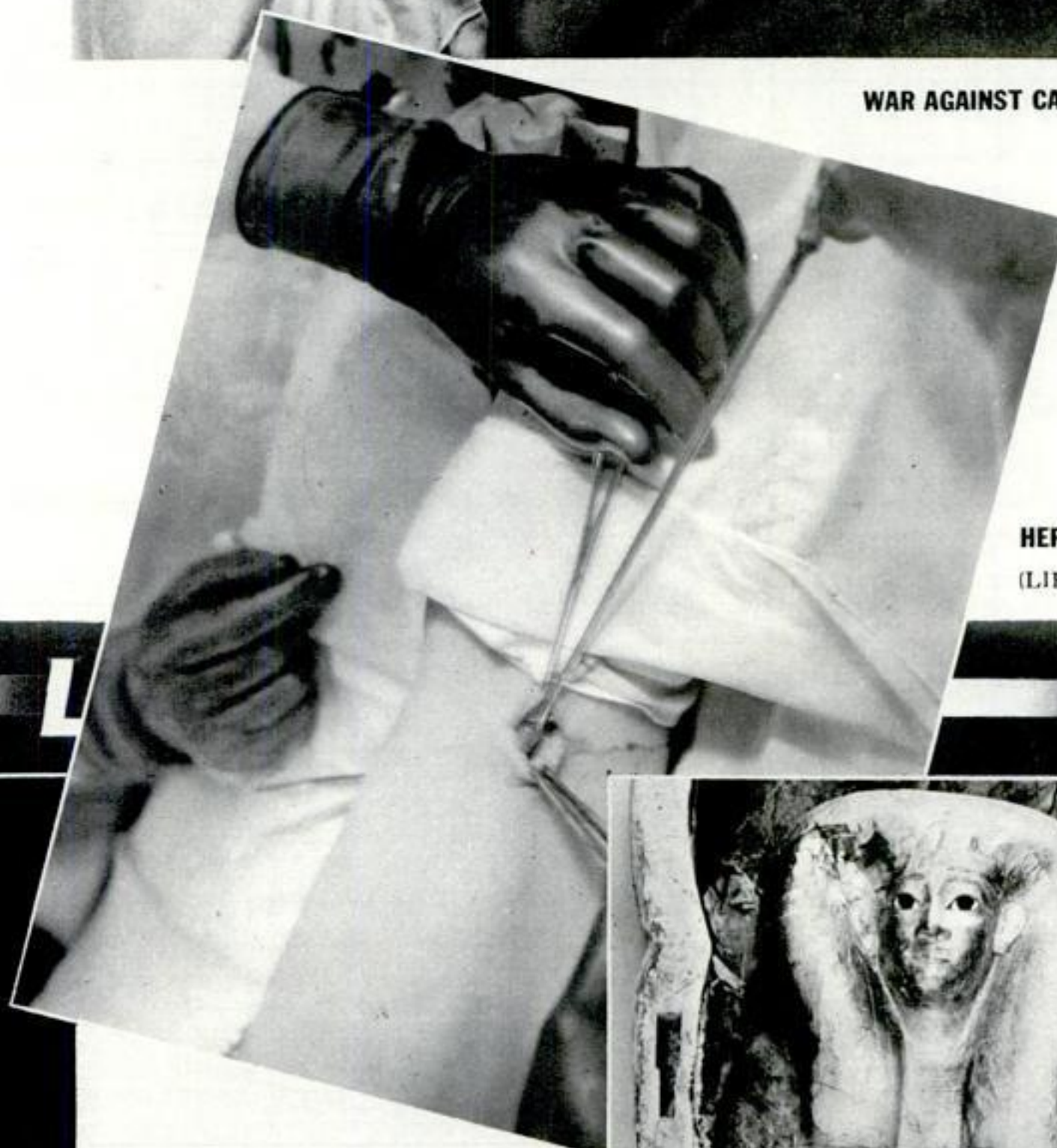
"covering" expeditions and scientific symposiums; is keeping in touch with great research institutes, with the scientific departments of universities, with museums and laboratories, both here and abroad.

In issues to come, LIFE will report on Geological expeditions and Biological experiments; on Astronomy and Anthropology and Paleontology; on Medicine and Physics—on all the major divisions of Science's endless Question-Mark.

For LIFE, like Science, seeks to see, to know, the million phenomena that make life, cause death, and explain the world.



WAR AGAINST CANCER (LIFE, March 1)



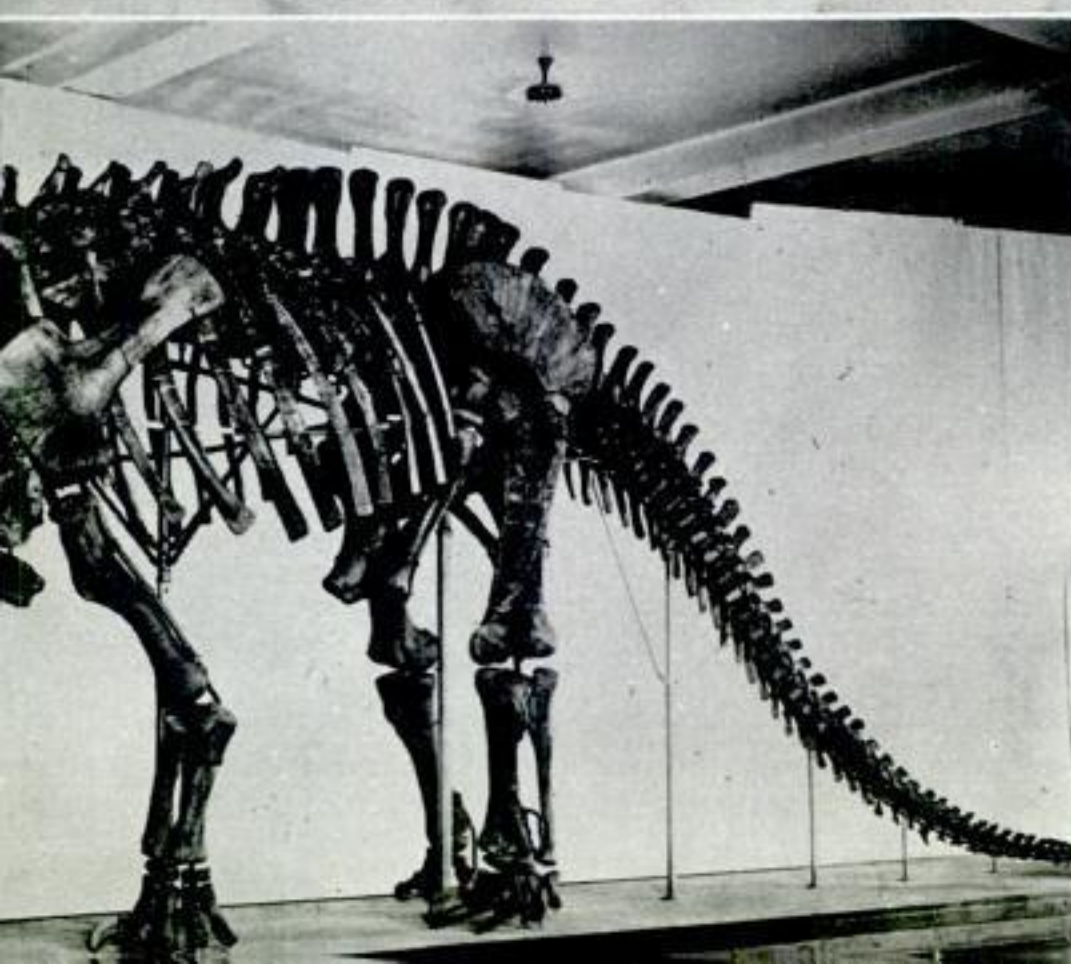
HERNIA SUTURE  
(LIFE, JAN. 11)

**LIFE — LIFE**

**LIFE**



SUBTERRANEAN CREATURES  
(LIFE, March 8)



AMERICA'S DINOSAURS (LIFE, Jan. 11)



MYSTIC AND MEDICAL YOGA (LIFE, April 19)



MUMMIES AT THEBES (LIFE, Jan. 25)





## LORDS SPIRITUAL

Coronation climax was this dramatic moment when the Archbishop of Canterbury, surrounded by other princes of the Anglican Church, lifted

aloft St. Edward's Crown and lowered it on George VI's head. Only the King's hair and two sceptres can be seen beyond the Archbishop's cope.

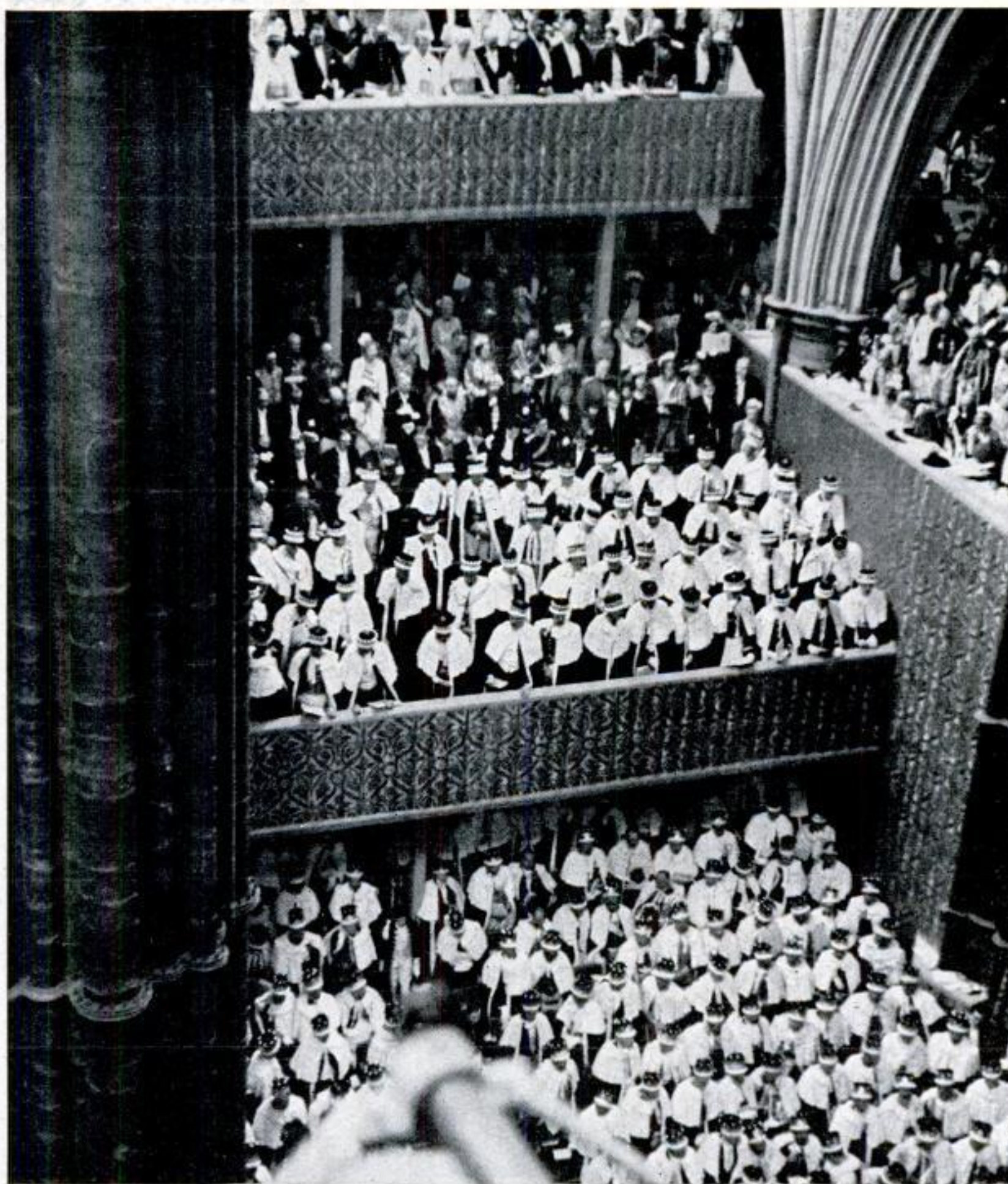


## THE CROWN UNITES THE EMPIRE

### TO ITS WEARER THE REAL RULERS OF BRITISH NATIONS PAY COMMON FEALTY

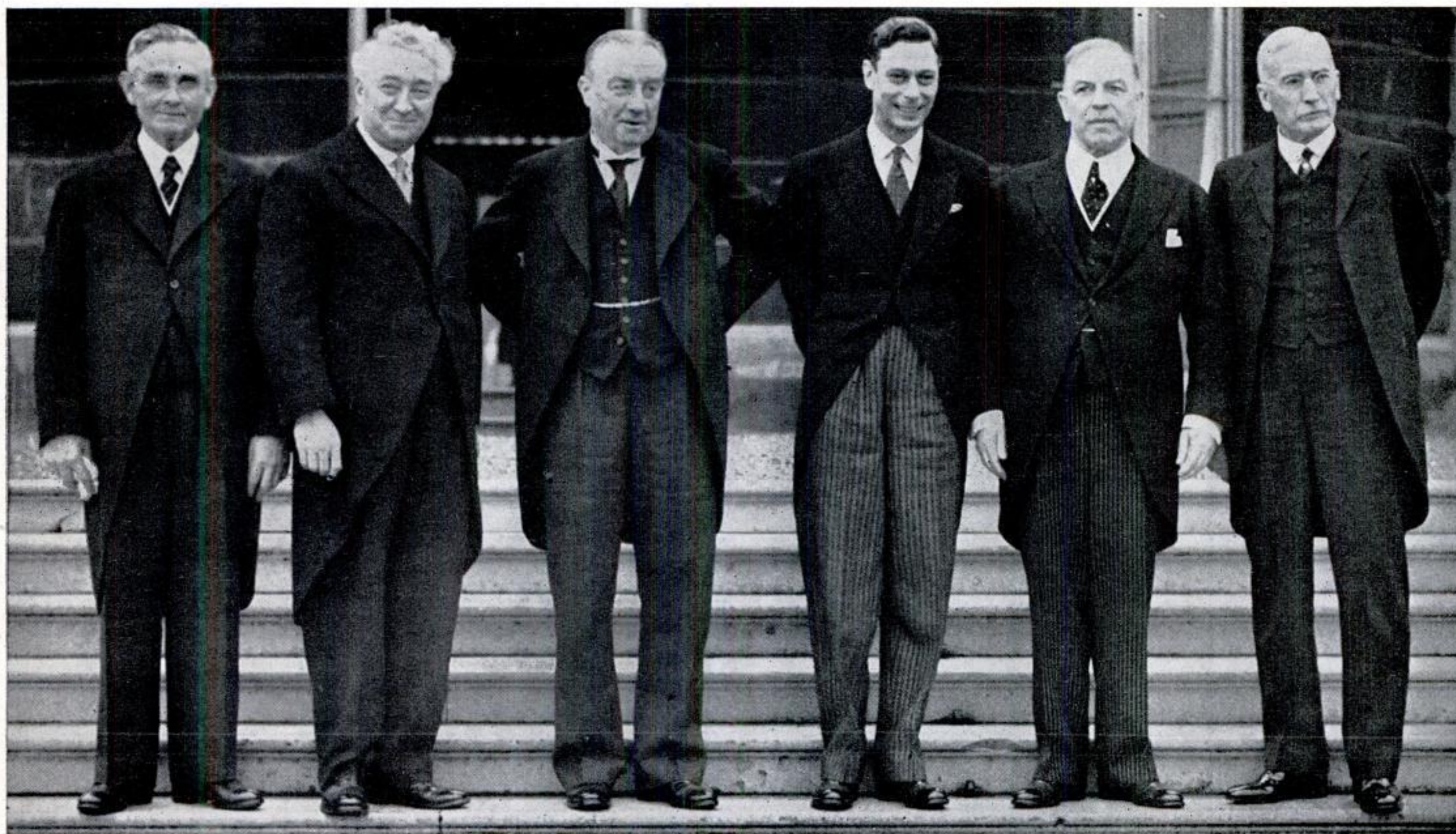
**C**ore of Great Britain's vast empire (one-fourth of the world) is a federation of five autonomous dominions: Canada, New Zealand, Australia, South Africa and Ireland. (Newfoundland, in financial straits, has abandoned dominion status; India is fighting to get it.) Each has its own premier, its own legislature, its own seat, side by side with other sovereign peoples, in the League of Nations. Each jealously guards its own dominion rights. Should England, the mother country, go to war, it is probable, but not guaranteed, that her dominions would do likewise. For, by the Imperial Conference of 1926, each has declared itself "master of its destiny."

Strongest tie of alliance between these federated nations is the Crown. This year, for the first time in British history, each dominion pledged its allegiance independently to the King; in turn bestowed upon him, by act of its own legislature, sovereignty over its own domain. Sole exception was the Irish Free State, whose new constitution fails even to mention George VI's name. But from all other corners of Britain's 13,000,000 square miles came premiers, maharajas, sultans, princes and chieftains to pay fealty to an English king. So likewise did Britain's 750 peers. Not until they had all gathered in Westminster Abbey did the Archbishop of Canterbury place St. Edward's Crown on George's head. At that signal all shouted thrice: "God save the King!" Then, in utter silence, they heard the primate pray: "God crown you with a crown of glory." Next day, the Prime Ministers of the dominions met in an Imperial Conference to worry over joint trade armament and constitutional problems.



#### LORDS TEMPORAL

In coronet and miniver, the Peers rise to cheer the King. Though stripped of political power, they still set the Empire's social tone.



#### LORDS POLITICAL

The men who rule the Empire are these Prime Ministers, "equal in status ... united by a common allegiance to the Crown." Left to right: New Zea-

land's Savage, Australia's Lyons, England's Baldwin, George VI, Canada's King, South Africa's Hertzog. Ireland's de Valera would not come.



## THE CORONATION (continued)



After the Coronation, traffic jams all around Westminster kept many an Abbey ticket holder stewing in the rain. This couple, fretfully waiting for their car, is Dr. and Mrs. Firminger of Hampton Court Palace. Dr. Firminger has been one of the King's Chaplains since 1926.

## LONDON LOOSENS UP FOR HISTORIC WHOOPEE

London is an exceptionally sedate and proper town. Even on holidays, when Londoners stroll on Hampstead Heath, they never quite unbend. May 12 was an exception. Not since the Armistice has the capital of the British Empire made such whoopee. Armed with shoe-box lunches, umbrellas, blankets, binoculars and camp chairs, crowds began gathering in the streets by 5 p.m. the day before. Despite rain, cold and fog they stayed there till dawn two days later. Everybody marched. Everybody sang, *Swanee River* and *I'm an Old Cow Hand from the Rio Grande* being the favorites. Everybody tried to crowd before Buckingham palace to see the King and Queen. Finally, floodlights were turned off, pubs closed, dance halls emptied—and beneath garlands of waterlogged bunting, a million tired merrymakers went home.



Costume balls were held almost every night of Coronation week. This one was in Albert Memorial Hall, May 13, to raise money for a National Theatre. The King and Queen were patrons but needed rest from the day before. Next night was the great Buckingham Palace ball for 450 chosen few.



A special subway train (above) took peers, peeresses, M. P.s, and other notables from Kensington to Westminster Abbey. Lesser notables, including the two overseas visitors (left) from Wallis Warfield's home town Baltimore, stood aboveground in the rain for the big parade.

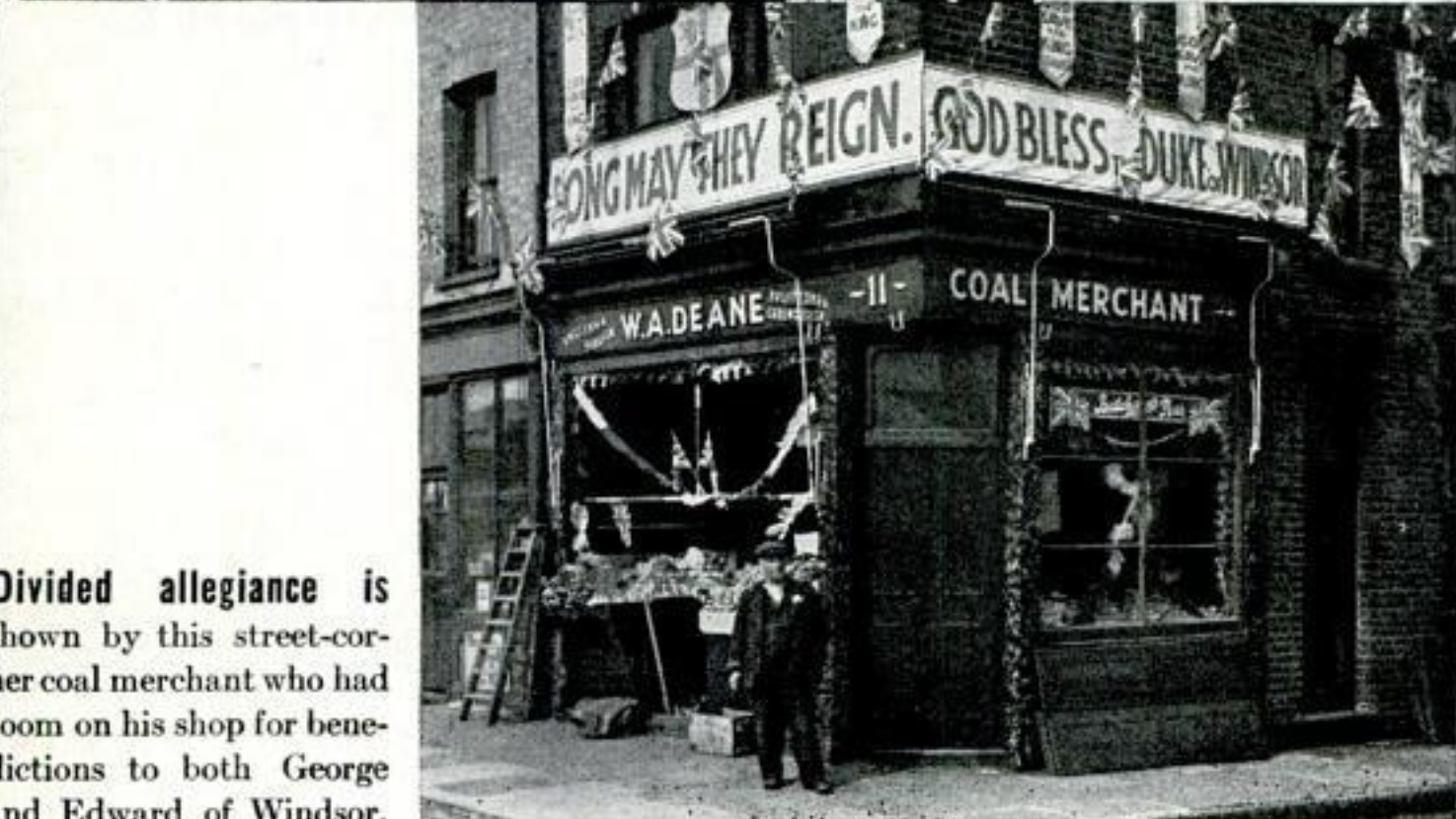




Peers and peeresses had to be in their Abbey seats by 8 a.m. Some got there at 6. Here are Lord and Lady Armstrong, in full Coronation regalia, hurrying across Trafalgar Square to get inside on time. Lord Armstrong was onetime Chairman of the Bombay Chamber of Commerce.



"The Old Lady of Threadneedle Street," London's nickname for the Bank of England, got all lit up for the Coronation. So did 200 other public buildings.



Divided allegiance is shown by this street-corner coal merchant who had room on his shop for benedictions to both George and Edward of Windsor.



Roaring through Piccadilly Circus all night went Coronation revelers like these, who found the inside of a taxicab too cramped for their emotions. They climbed out and sat on the roof in the rain. A busman's strike threw to jubilant taxi drivers the business of a lifetime.



## THE CORONATION: LONDONDERRY TAKES OVERSEAS VISITORS INTO SOCIAL CAMP

One of the few great remaining mansions of London is Londonderry House. For over half a century the reputation of Lord and Lady Londonderry as the principal political hosts of England has brought to it the great of the Empire and the world. Here Disraeli met society, the Duke of Wellington was praised, Napoleon III flattered, the late Czar and the Kaiser dined. Here Laborite Ramsay MacDonald, Tory Londonderry's onetime enemy, was launched on a glittering social career after his political career had waned. And up its grand curved stairway May 4, for the most brilliant reception of the Coronation season, marched hundreds of bearers of great names: Burmese, African, Chinese, Indian and British potentates. Thus does the English peerage keep a firm social grip on rising people throughout the Empire.



Up a famous stairway stream famous Londonderry House Coronation guests. At the top they are greeted by Charles, seventh Marquess of Londonderry, and wife, the Marchioness.



Announcing the names of three visitors from the Malay States troubled the perfect butler of Londonderry House. The names were Tengku Paduka, Tengku Mahmud, Tengku Wangsa.



THE LONDONDERRY BALLROOM WAS PACKED WITH THE GREAT OF BRITAIN'S DOMINIONS BEYOND THE SEAS

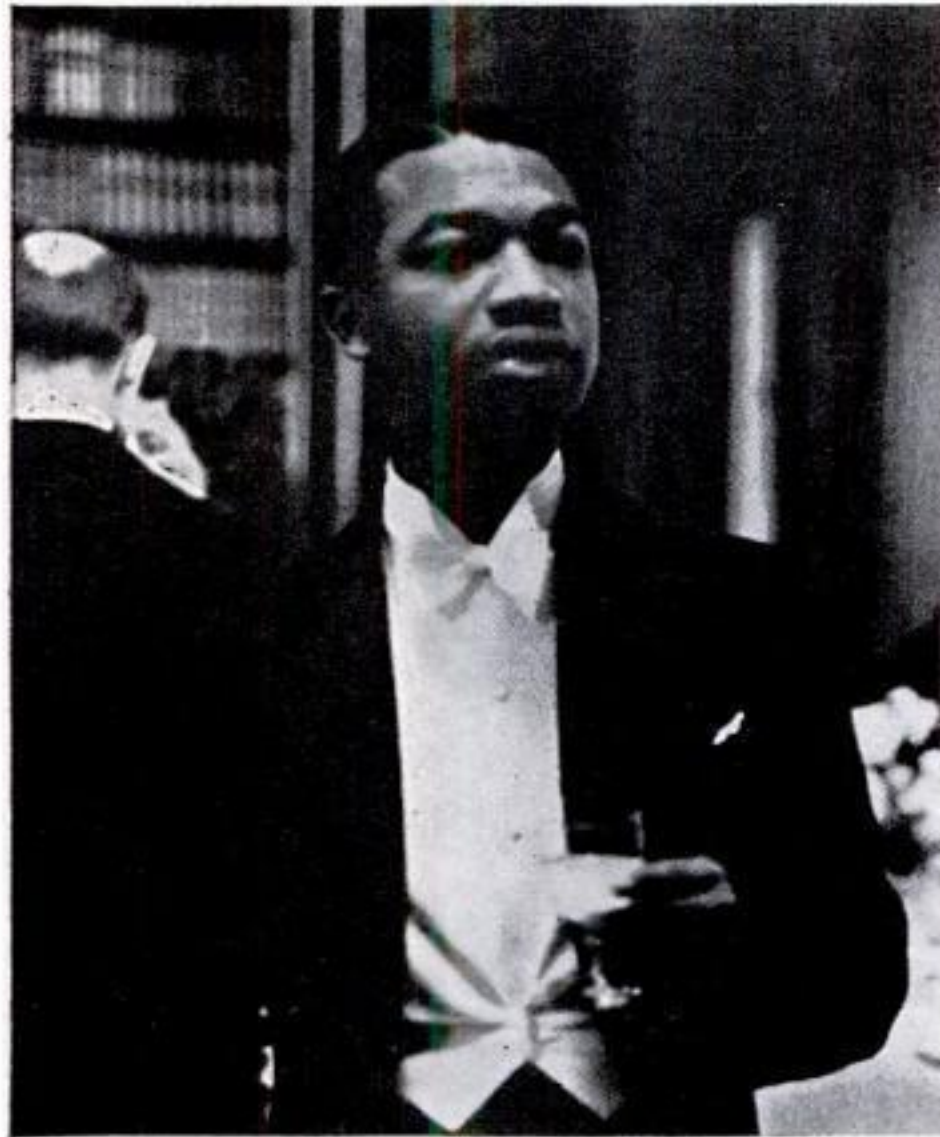




**Londonderry's heir**, Viscount Castlereagh (*left*) and two friends examine some of the precious Londonderry silver and china. Other rooms boast a Titian, a Correggio, a Sargent.



**Guests of honor** are Princess Alice (*left*), Countess of Athlone and wife of Queen Mary's brother, and the Dowager Duchess of Norfolk, mother of the Coronation's Earl Marshal.



**A lion of the evening** is Prince Cobina Kessie, son of the late ruler of Ashanti, British colony on the West Coast of Africa.



**The Bishop of London** chats at Londonderry House. Later he assisted the Archbishop of Canterbury in the Coronation.



**A Chinese guest** demonstrates to an Indian guest how Westernized she has become by pointing to her wedding ring.



**Mrs. Neville Chamberlain** is the wife of the Chancellor of the Exchequer likely to be England's next Prime Minister.



**Canada's Mackenzie King** chats amiably here, but at the Imperial Conference he urged trade pacts with outside nations.



**Canadian High Commissioner Vincent Massey**, an old hand at Imperial Conferences, has been at Londonderry before.



# CARTER MAKES A "Grand Slam" IN **ink**



Flying geese on the label identify Carter's Permanent Midnight Colors (Blue, Blue-Black, Black).

The full-rigged ship marks Carter's Sunset Inks—rich, strong colors.

## NEW CARTER FORMULAS GIVE YOU EVEN FINER INKS...

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Flows the instant pen touches paper. No need for extra pressure on pen point before you write. Saves time—and temper, too.

### SMOOTHER FLOWING

Whether your writing is fast, slow or jerky—Carter's keeps pace. From pen to paper it flows evenly.



### FASTER DRYING

Cuts the risk of messy blots and smudges. Helpful when writing in check or notebooks.

### RICHER COLORS

Each Carter color has been enriched... "toned up." And Carter still offers you an unusually wide selection.



**YOU CAN "SPOT" THESE  
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COLORFUL NEW LABELS**

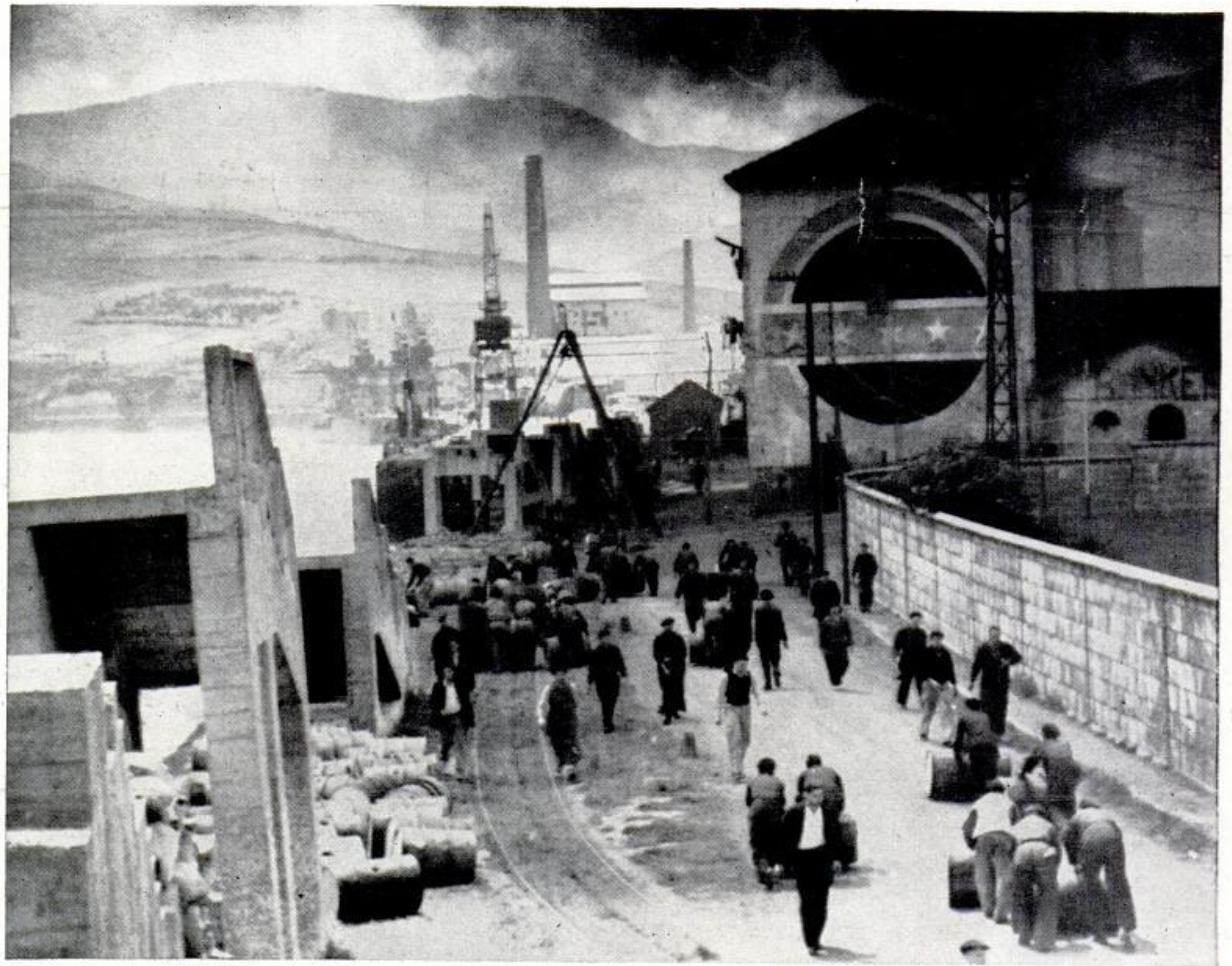
"Cube-Stand" with a 10¢ Cube of ink, 39¢—a 15¢ Cube, 44¢... Tropical fish mark Carter's Washable Inks.



# CARTER'S INK

**FINEST FOR FOUNTAIN PENS**

Also Adhesives, Carbon Paper,  
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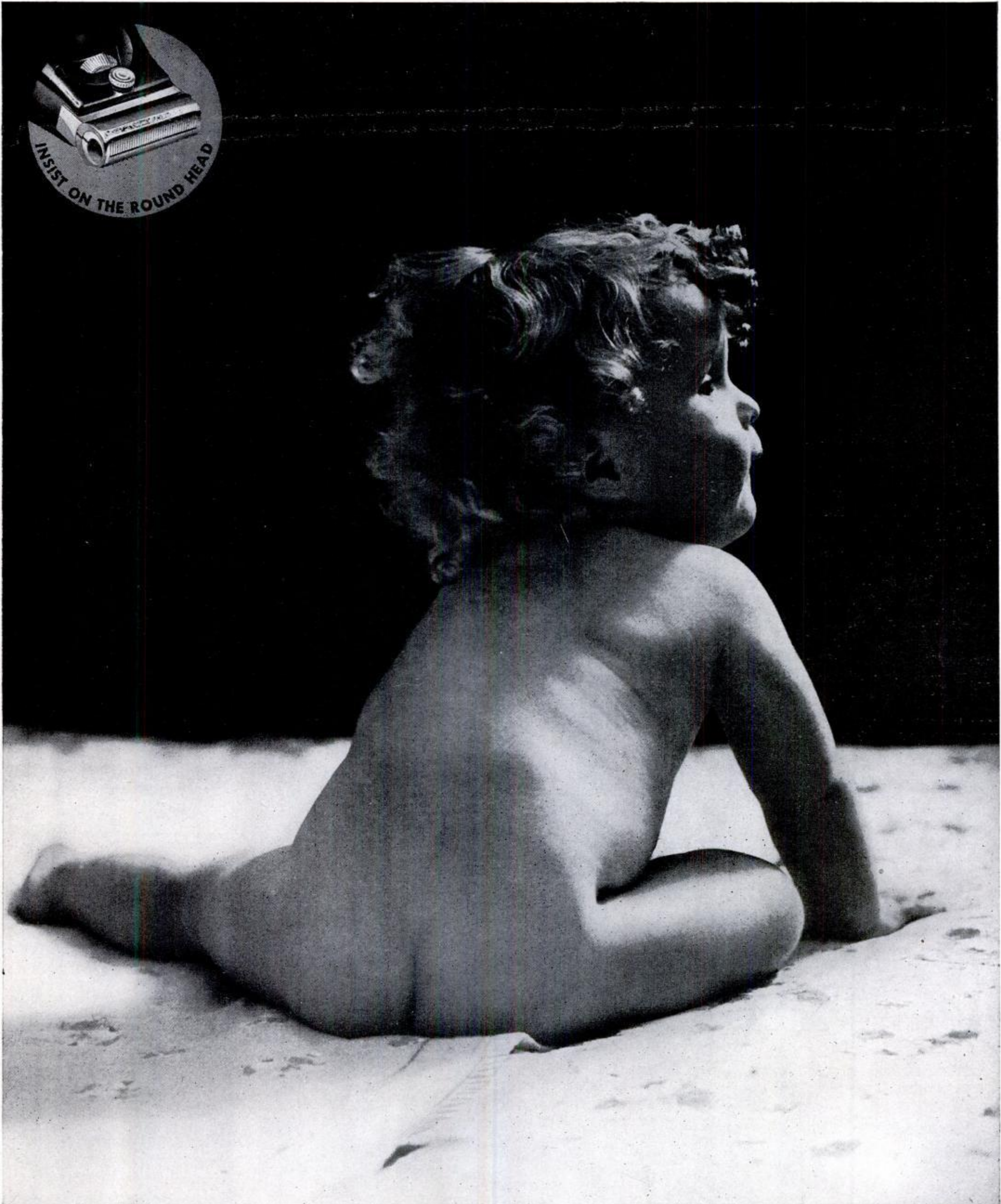


## FIRST PICTURES OF THE BOMBARDMENT OF BILBAO

Between 6:30 and 11 a.m. on May 11, Spanish Rebel airplanes made eleven raids on the besieged Basque capital of Bilbao. They concentrated their attack on the Bilbao River where Loyalist ships lay anchored. A bomb struck a gasoline depot. Basque men (*above*) rushed in under black smoke, rolled gasoline drums out of danger. Nearby, Basque women grabbed up bedding, fled their homes (*below*). These are the first bombardment pictures to reach the U. S.







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PACKARD LEKTRO-SHAVER**

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● Make your hands look as soft and tender as the spring by tipping them, like buds, with these new shades. Blossom out with the gay spring colors, exclusive in the one lovely prestige polish that looks better and lasts longer.

● ASK YOUR MANICURIST to apply one of these new, smart shades, or buy a regular-size bottle (50c) on our money-back guarantee.



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**CREME NAIL POLISH**

50c the bottle

● They all wear La Cross Creme Polish — the prestige polish that looks better and lasts longer.

● La Cross Glycerated Nail Polish Remover contains no acetone and is kind to brittle nails and harsh cuticles. Use it also to thin out thick polish. 1/2-oz. size, 25c; 2-oz. economy size, 50c

## BILBAO BOMBARDMENT (continued)

This little Basque boy, now safe in France, is still mortally terrified by what he went through in the Spanish Civil War



As danger of death by bombing or starvation pressed on beleaguered Bilbao, French and British ships began to evacuate Basque children. First shipload of 2,000 children was ferried across the Bay of Biscay to Bordeaux where sympathetic French Communists greeted them by singing the *Internationale*. The puzzled Basque children shrilled back a Catholic hymn, went ashore to a feast supplied free by the fishers and bakers of Bordeaux. In a later shipload was the Basque lad above who wept as he was pushed down the gangplank to a strange land, far from his family. Like all the other 15,000 children who were taken to France and England to wait for peace to settle again on Bilbao, he wore an identification tag.

**S**wim trunks by Bradley—Snugger by name! A week-end trip . . . two weeks with pay . . . big men and little men want swim trunks that make them feel free, gay and alive. The Snugger lets you stand on your head, ride the waves—and love it! (And—she, too, likes her swimming suits styled by Bradley!)



*The Snugger*  
**BY**  
**BRADLEY**



**W**hy is the Bradley Snugger so comfortable, so trim, so smart-looking? Because it's equipped with the famous "Bike" suspensory! No matter how active the wearer, it will not change position. Try the Snugger—you'll never want anything else.





Palm trees, black against a cloudy sky...the bright sunset reflected in the water...a hard picture to get!

But it's not nearly so hard as you might think...if your camera is loaded with Agfa Film...the film that gives you the *best possible* pictures regardless of weather or lighting conditions!

One of these great films is Agfa Plenachrome. Its high speed, wide latitude, high color sensitivity and remark-

ably accurate response to light values give your pictures the lights and shadows, the subtle tones, the depth and roundness that will make you proud to show them to your friends.

Next time...ask for Agfa Plenachrome Film. We know you will appreciate its greater factor of safety...that "extra margin of quality" which enables us to offer you every roll with the guarantee of "Pictures that satisfy or a new roll free." *Made by Agfa Ansco Corporation in Binghamton, New York.*







## A FOOT AHEAD of the REST

... is the foot marked with the distinction of the NETTLETON all-white ALGONQUIN. Only in this shoe do you find all the character that distinguishes the patented original.

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**ALGONQUIN**

## MAKING A WATER-COLOR PORTRAIT

Crawford Livingston of Boston, Mass. makes a specialty of doing portraits in water color. The usual medium for painter portraits is oil, but Artist Livingston has turned from oil because he wants more painting speed, a more spontaneous effect. The average oil portrait takes many hours to complete. During this time, says Mr. Livingston, the sitter is likely to wilt and grow bored, losing the unstrained expression portraitists demand. A water-color portrait takes only an hour and a half which relieves artist, model and tedium. Mr. Livingston has been doing water-color likenesses for eight years.



1 Artist Livingston makes a sure pencil sketch of his sitter's features.



2 Around the pencil sketch, the features are built in careful water color.



3 The work goes fast. Inside an hour, the features have taken solid shape.



4 Hour and a half after the first sketch, the portrait is virtually done.



5 Here is artist, model, likeness. Speed is not water color's only virtue, says Crawford Livingston. Water color gives a fine spontaneous sparkle to the portrait.

**Lou Meyer**  
CHAMPION RACING-CAR DRIVER  
*says*

**I LIKE TO WIND UP  
MY MORNING SHAVE  
WITH AQUA VELVA**

**CLOSES PORES,  
HELPS PREVENT UNSIGHTLY  
PIMPLES, SORE SPOTS . . .**

Does your neck "break out" from shaving? Aqua Velva gives relief.

Used after shaving, this famous astringent closes skin pores. Fights off sore spots. It conserves the natural moisture of your skin. Leaves your face clean, cool, refreshed.

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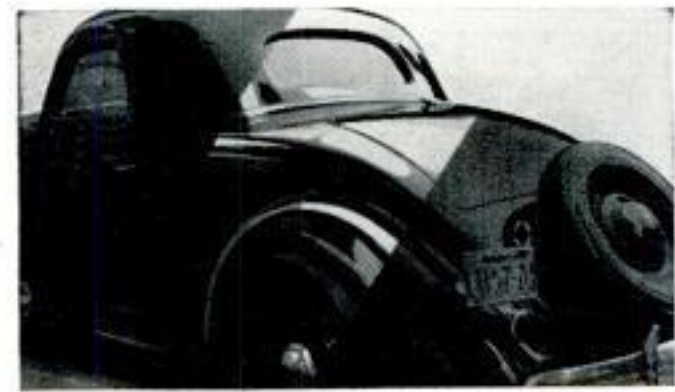
Visit SAN DIEGO this summer, a city you'd love to call your home . . . and why not? Who knows but that your vacation may end in just such an adventure and life begin anew for you in this lovely southern California community.

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Smart people don't drive **DULL** cars



## MAKE THE FENDER TEST



Get the Tumbler Auto Beauty Kit pictured below. Use as directed on one small spot on your car's fender. Notice how quickly the brilliant lustre is restored with little or no effort on your part. If not the easiest and most efficient polish you ever used, return the Kit to us with your sales slip and we will refund full purchase price.



The Tumbler Auto Beauty Kit contains (1) Haze Remover, a scientific liquid that safely and quickly removes Finish Oxidation, and (2) Brilliant Polish, a scientific liquid that restores new car lustre and retards Finish Oxidation.



# TUMBLER

## AUTO BEAUTY PROCESS

You'd judge this little lady's years to number about twenty. She's really older but she has learned the value of personal appearances. She keeps herself looking young by always being immaculate—and she does the same for her car. She knows that a dingy, dull-looking automobile indicates careless personal habits. And so she keeps it as shiny and lustrous as it was the day she got it.

Lots of people think it's a tough, back-breaking job to polish a car. Formerly, it was, but nowadays you can do the job *scientifically*—with very little effort. Tumbler discovered that the *real cause of motor car dullness is Finish Oxidation*. Then Tumbler developed cleaning and polishing liquids that remove finish oxidation and restore the beauty of the original new car finish.

Now—without the tiresome rubbing necessary with old-fashioned methods—you can either keep a new car looking new or restore the bloom of youth to a car that has become dull and shabby looking. Try Tumbler. It's positively thrilling to use. If your dealer doesn't have it, send us his name with \$1.25 and we will ship you the Kit direct. Made by J. A. Tumbler Laboratories, Baltimore, Maryland, or J. A. Tumbler Laboratories, Ltd., Toronto, Canada.

## THE HANDIEST POCKET KNIFE EVER DESIGNED!

● Once you've used it, the Christy Sport Knife will have as warm a place in your heart as your favorite fishing rod... Neat, handy, useful, and durable... Brass frame, heavily chromium plated. Blade of finest razor steel.

*Smart...practical*

Graceful design, light weight; fine enough to wear on your silver, gold or platinum chain... sturdy enough to stand up under the use to which you put a knife.

*Three blades in one*

Instantly opened or closed with one hand. No broken fingernails. Blade locks easily in any one of 3 lengths... really three blades in one.

**GUARANTEED TO PLEASE**  
Sent postpaid on receipt of \$1.00. Please use coupon below. Satisfaction guaranteed.

**Salesmen—Write for proposition** Actual Size.  
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Enclosed is \$1.00, for which please send me a Christy Sport Knife. If I am not entirely satisfied with the knife, I may return it and my \$1.00 will be refunded. (Ohio orders add 3c for sales tax.)



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OFFER FOR NEW

*Hair Beauty*



● Think of it! For only 59¢ you get a bottle of the new Admiracion Hair Dressing & Scalp Tonic. Both bottles in one convenient package—a \$1.10 value for 59¢—less than the cost of one!

Admiracion Foamy Oil Shampoo is utterly different. Here, for the first time, is an oil shampoo that lathers in billows! Yet it contains no free alkali, no drying alcohol, no harsh chemicals to strip precious natural oil from the hair. It cleanses completely, washes out without an after-



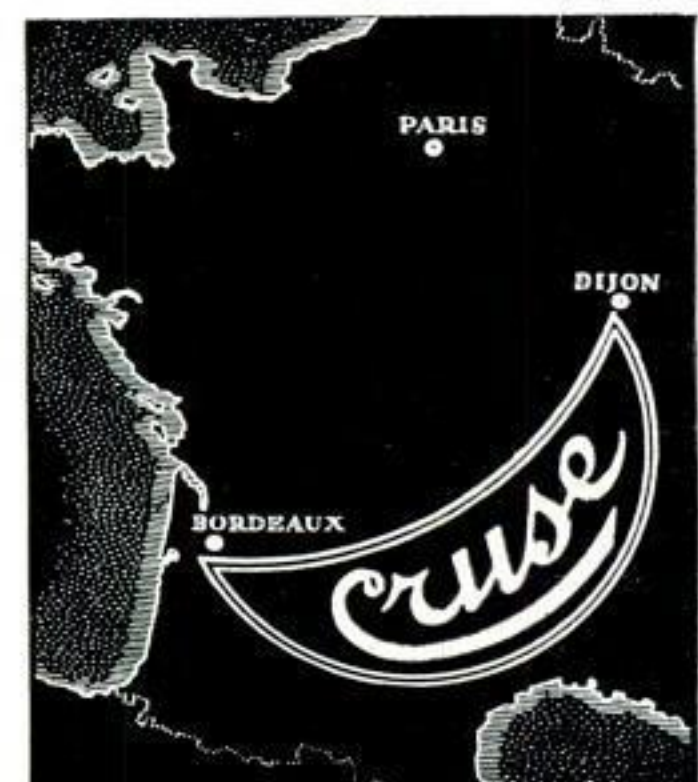
**BOTH for less than cost of one!**

rinse, leaves the hair youthful, soft, beautifully manageable.

Admiracion Hair Tonic for men and women conditions the scalp and grooms the hair. It penetrates deeply—checks dandruff—retards falling hair.

Get your big double-value package at your favorite toiletries counter today.

You also have the choice of Admiracion latherless Olive Oil Shampoo plus Hair Tonic—59¢.



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IT IS SMART TO SERVE  
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Laugh with TIM and IRENE • Mutual Chain • Sunday Nights • 6:30 EDST



# PIPE SMOKERS

*Please Don't Believe all  
Smoking Tobacco*

## BITES THE TONGUE



**Edgeworth Guarantees that  
PROCESS-AGING  
Prevents Tongue Bite**

**T**ONGUE BITE is the bane of pipe smokers. We guarantee that Edgeworth will not bite the tongue.

The use of the finest Burley tobaccos will not prevent tongue bite. It's the processing that does it. As every tobacco expert knows, pipe tobacco can be rushed through the plant and save big sums of money. It is pipe tobacco, but it is *not* Edgeworth.

Our method is **PROCESS-AGING**—a process as vital as the aging of old wines. There are twelve required steps, each under laboratory control. It takes 4 to 7 times as long as might seem necessary. But in no other way can we guarantee that Edgeworth will not bite the tongue.

• We ask you to try it under our money-back guarantee. If Edgeworth bites your tongue, return it and get your money back. You can't lose.

**NOTE:** There are three kinds of Edgeworth for you to choose from.

1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco preferred by seasoned pipe smokers.

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3—Edgeworth Jr.—for the pipe (and cigarette) smoker—the same tobacco also Process-Aged, but cut for "roll your own" and manufactured to give the beginner a milder, more free-burning smoke.

**EDGEWORTH AND  
EDGEWORTH JR.  
Smoking Tobaccos**



# Private Lives



**HOWARD GOULD AND HIS NEW WIFE MARGERETE MOSHEIM**

When **Howard Gould**, third son of the late Jay Gould, lately married a 30-year-old German actress 37 years his junior, he was indulging a well-established Gould penchant for wedding ladies of the theatre. His brothers Frank and George married actresses in four out of their five collective unions, and he himself took as his first wife in



that on June 12, blonde, attractive Miss Fell would marry Howell van Gerbig, wealthy Princeton graduate who has been married once before, pilots his own plane, plays rattling good squash at Manhattan's Union League Club. Daughter of Mrs. Ogden Mills, Miss Fell will have a quiet wedding on Long Island. A notable belle at fancy-dress parties, she likes wearing "chain-gang" costumes like the one shown.



**DOROTHY RANDOLPH FELL**

1898 the late Kathrine Clemmons who had frequently appeared on Broadway. The new Mrs. Howard Gould is Margerete Mosheim, top-notch German actress whom Nazi anti-Semitism exiled to England. There she gained new recognition on stage and screen and there Mr. Gould, who has a home in England, courted her. To marry him she divorced her actor-husband Oscar Homolka. Married in Austria, the Goulds celebrated the occasion by attending a peasant wine festival in Vienna.

Although Woolworth Donahue's name has most often been linked to that of **Dorothy Randolph Fell** these last few years, Mr. Hearst's authoritative society writer Maury H. B. Paul recently announced

Connubial confusion descended upon Harry Brown Cook III of



**PHARMACIST LASCOFF**

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**Fun** and festivities of night life, as seen through the eyes of youth, seem gay and glamorous—until—



**Fatigue** follows the eyestrain caused by smoky rooms, loss of rest. Sleepy, reddened eyes that just *won't* seem to open—until—



**\*Freshness** is once again returned to weary eyes. Soothingly cleansed. Comfortably refreshed with a few drops of Murine.

\*Whether it's night life, smoking, motoring, reading, working, your eyes are subjected to strain night and day. Help nature protect your eyes by cleansing, soothing and refreshing them with Murine. Use at least every night and morning for real eye comfort.

**MURINE**  
FOR YOUR EYES

**The Wentworth by-the-Sea**

PORTSMOUTH, NEW HAMPSHIRE



**WHERE LIFE IS BETTER**

June 22 to Sept. 12

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Modern defensive weapon. CAMERON TEAR GAS MACHINE GUN discharges harmless but highly effective DUNCANITE gas up to 50 feet. Simple—compact—foolproof—handy. Weight 32 oz. \$15. Refills, enough for 50 discharges, \$5. Literature. Write CAMERON PROTECTIVE DEVICES, INC. 110 East 32nd Street New York, N. Y.





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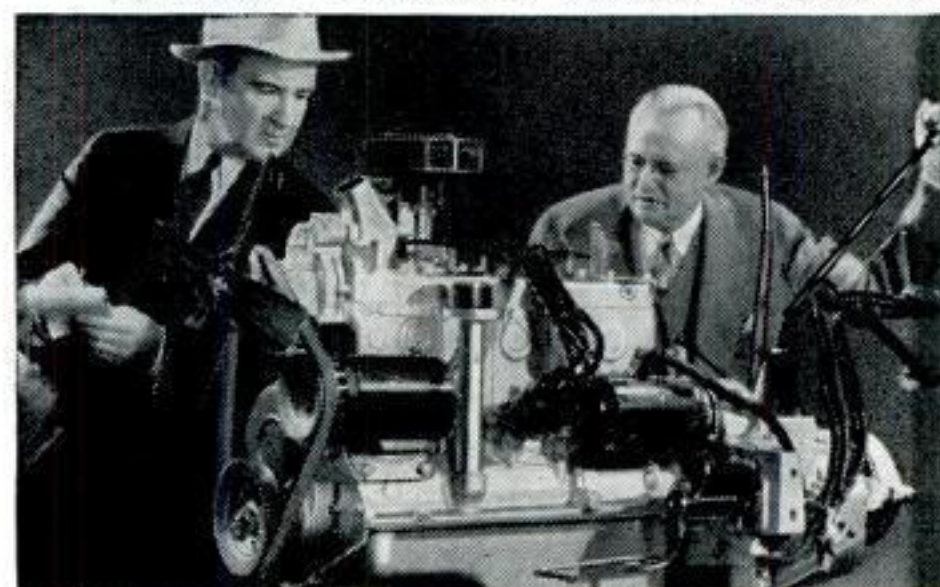
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**GENUINE HYDRAULIC BRAKES**—Pioneered by Dodge on lowest-priced trucks—stop quick—safe—save money on tires and brake linings.



**SAFETY-STEEL CAB**—Not only safer—this cab is better finished, more comfortable to ride in...and it's built to last years longer!



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**ROLLER-BEARING UNIVERSALS**—Pioneered by Dodge in low-priced trucks—check ruinous backlash.



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**FOUR PISTON RINGS**—Only Dodge of the lowest-priced trucks gives you four piston rings—the others only three—obviously Dodge construction is better—saves money on gas and oil.

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New 1937 Dodge 1½-Ton Stake, 6-Cyl., "L"-Head Engine, 2 Wheelbases, 9' and 12' Bodies.

Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10:00 P. M., E. D. S. T.



New 1937 Dodge 2-Ton Chassis and Cab, 6-Cyl., "L"-Head Engine. Many money-saving features. Four Standard Wheelbases—133", 148", 159", 177".



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New 1937 Dodge ¾-Ton Panel, 6-Cyl., "L"-Head Engine, 136" W. B. New, for bakers, laundries, florists, department stores—all bulky loads.



New 1937 Dodge Commercial Sedan, 6-Cyl., "L"-Head Engine, 116" W. B. Called "America's Swankiest Delivery Car."



New 1937 Dodge ¾-Ton Pickup, 6-Cyl., "L"-Head Engine, 116" W. B. A money-saver for plumbers, contractors, public utilities, etc.

Easy terms gladly arranged to fit your budget through Commercial Credit Company



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# FOR THE GRADUATE

**Give him a Schick Shaver . . . the greatest pleasure a man may have in his personal life . . . shaving comfort forever.**

Fortunate is the boy who will never know the nuisance of shaving by the old-fashioned methods. The Schick Shaver removes the first downy hair from a boy's face and never causes the slightest injury to the skin. No matter how tough his beard grows in later life, the Schick will shave him quickly and closely.

Nature need not build up a calloused surface on his skin to protect him from blade-shaving, for there are no blades in the Schick Shaver. He cannot cut or scrape himself and if he uses nothing but a Schick the hair of his beard will grow naturally in direction and color.



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## SCHICK SHAVES

### This lowest-cost of shaving

There is nothing to sharpen, replace or adjust for wear in the Schick Shaver. Some of them, five years old, are still running and shaving perfectly. So that the Schick pays for itself in saving on blades, brush, soap, cream and lotions—not one of which is needed with the Schick. (The cost of electricity to run the Schick for 365 shaves a year does not amount to a dime.)

### Give him a Schick Shaver

Go to an authorized Schick dealer today. Ask him to demonstrate the shaver to you so that, if you give one as a present, you will have the conviction that you have made the supreme practical gift for any boy or man.

## Private Lives (continued)



TWINS MARY & JEAN SWANK

Pennsylvania in 1934 soon after he married 16-year-old **Mary Swank**, night-club entertainer who had a twin sister named Jean. Because Harry had difficulty in distinguishing between his wife and sister-in-law and would frequently caress Jean under the apparent delusion that she was Mary, and because he finally deserted the latter, Sister Mary has filed suit for an annulment. Just who Jean mistook Harry for has not been made clear.

A private life of the first order was unearthed recently when **Bouck White**, once New York's most eccentric radical, was discovered living in a self-built stone house on a mountain plateau 15 miles from Albany. A graduate of Harvard and the Union Theological Seminary, Mr. White was sent to prison in 1916 for burning the American flag and those of nine other countries in an effort to melt them into one "flag of internationalism." Another time he urged New York City to secede from the Union, without success. Long a resident of Paris' Montparnasse, he returned to

the U. S. in 1933 and for \$300 bought the 5-acre site of an old limekiln which is now his home. There, with two uncommunicative Swedish helpers, he lives quietly on pancakes, honey and vegetables. "America spent 100 billion dollars in the World War," says he, "and got out of it in return a song called *Hinky Dinky Parlez Vous*."

**Ernest Hemingway**, whom an increasing interest in world affairs weaned away from his monthly sport articles in *Esquire* last summer, came back from Spain the other day strongly bullish on the Loyalists after several weeks with the latter's forces on the Madrid front. "The Spanish conflict is but the tryout," he announced at Manhattan's Stork Club. The civil war, he thought, might well delay a general European war for years.



ERNEST HEMINGWAY

A conscientious avoider of the "literary" world, Hemingway is "Papa" to his friends, likes Swedish herring and Danish beer, rewrites his work at least three times. He has just joined his wife and sons on the Florida coast, may temporarily forego politics and war for striped marlin fishing.



BOUCK WHITE CONTEMPLATES HIS DOMAIN





**The NASSAU**  
Meet this finely woven, genuine PANAMA . . . COOLing and COMFORTing as a frosty mint julep . . . Looks crisp, feels soft and mellow. Your friends will admire and you'll enjoy its debonair \$3.85 appearance.

*Other Portis Panamas, \$5 & \$7*

**HAND FASHIONED HATS by PORTIS**  
PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO



**Travel light**  
**EVERYTHING IN ONE BAG**

This clever wardrobe suit carrier has 2 outside pockets for extra packing. The hangers in the roomy wardrobe section hold 2 suits that come out as wrinkle-free as when you packed, ready to wear.

**Zulco TRAV-L-BAG**

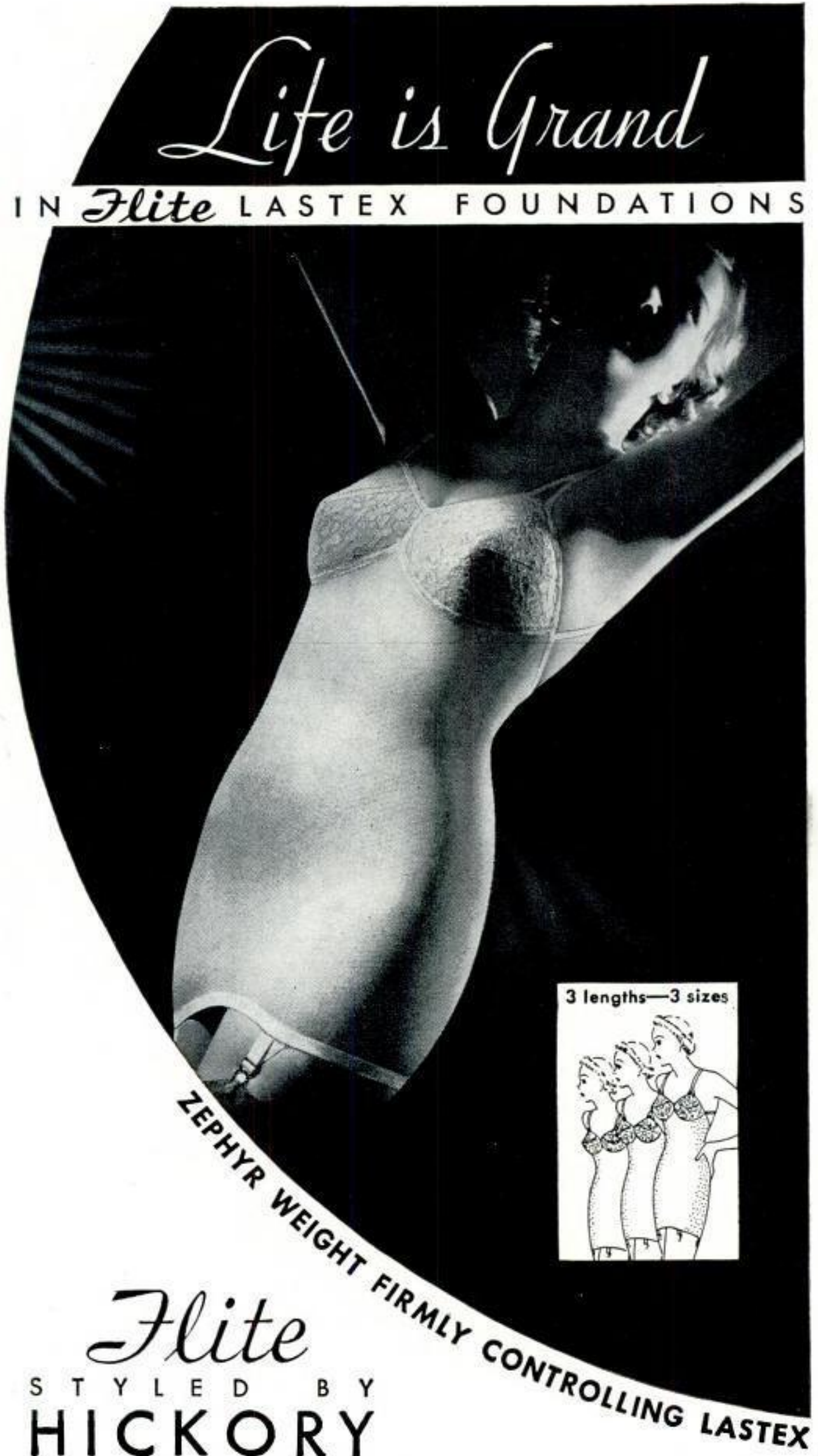
**2 OUTSIDE POCKETS**  
One pocket for shirts, etc. . . the other for shoes and kit. These outside pockets keep accessories from crowding and wrinkling your suits. No matter how much you put in, the inside walls of the pockets remain smooth and flat against the suit compartment.

**\$10.75**

You save pressing bills every trip. Fine for carrying your Tuxedo. Other styles, \$5.50 and \$7.75. At department stores, men's wear and luggage shops.

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IN *Flite* LASTEX FOUNDATIONS



**Flite**  
STYLED BY  
**HICKORY**

**Fashioned in THREE lengths for tall, average and short figures**

Let yourself go! Let the rhythm of life get you! It won't pass you by if you're wearing a "Flite", styled by Hickory. Sheer...zephyr weight two-way stretch Lastex for cooling comfort and firm control.

But "Flite" soars to even greater heights in offering for the first time Custom-Fit Foundations—

**EACH IN 3 LENGTHS—EACH IN 3 SIZES—EACH \$5 FOR TALL • AVERAGE • SHORT FIGURES**

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.....16-inch \$3.50. Waist measure.....

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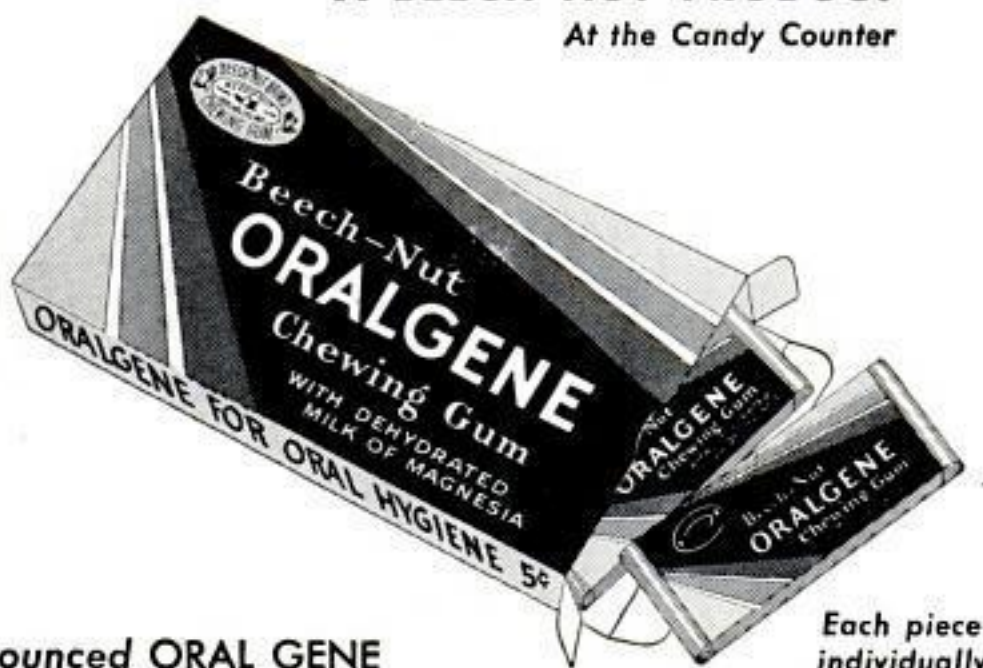


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Each piece  
individually  
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TRY A COOLING  
RUM COLLINS  
MADE WITH

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90 PROOF • STRAIGHT  
NEW ENGLAND RUM

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in Jiffy with Bell-ans

**BELL-ANS**  
FOR INDIGESTION



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## LIFE'S PICTURES



Born on Friday the 13th in Algeria of English and American parents, John Phillips (above) spent his school holidays at Nice, snapping candid photographs of socialites on nearby beaches. Now 21, he is a member of LIFE's London staff. On Feb. 15, he took LIFE's readers to see the Oxford Groupers play. This week he takes us to the Londonderry Coronation party (see pages 66-67).

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**PENNA  
PETE** says  
Don't buy  
any tires un-  
til you've  
seen Penn-  
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# THINK

THINK of the six thousand odd brands of whiskies that have come on the market since Repeal.

THINK of the outstanding popularity of Seagram's Crown Blended Whiskies... 100,000,000 bottles since May 1, 1934.

THINK of the millions of gallons of rare old whiskey reserves behind Seagram's Crowns.

THINK of Seagram's 80 years of distilling and blending experience.

THINK of the whiskey that tastes mild and gentle when you take it straight.

THINK of the whiskey that blends perfectly in a highball.

THINK of the whiskey that makes a smooth-as-silk cocktail.

THINK of the whiskey that's *always* uniform.

THINK of your reputation as a host.

THINK of your friends.

THINK of yourself.

THINK before you drink... say Seagram's and be *Sure*.

# THINK

## BEFORE YOU DRINK

*Say* **Seagram's**  
*AND BE SURE!*



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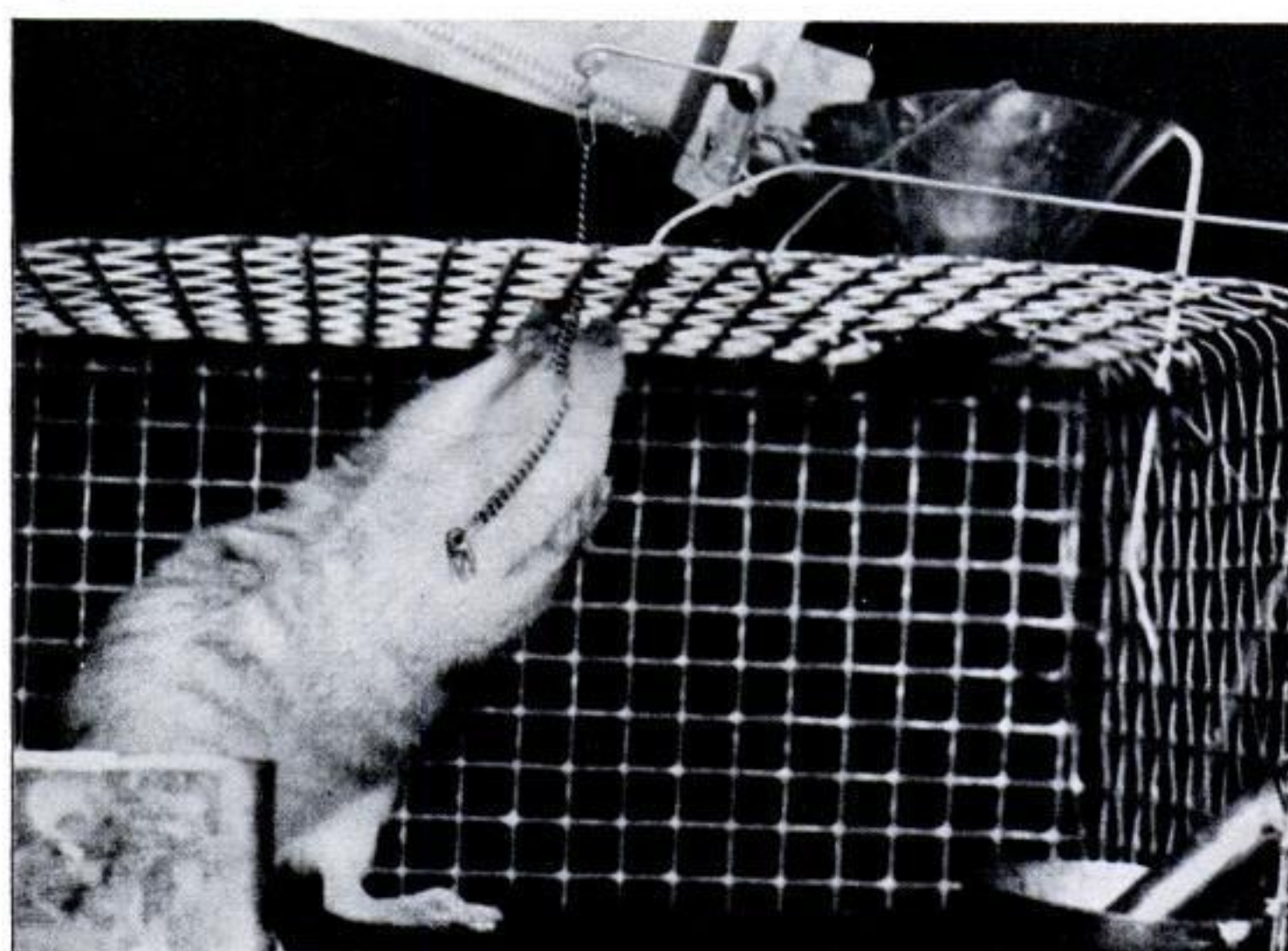
SEAGRAM'S FIVE CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains.  
SEAGRAM'S SEVEN CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 37½% straight whiskies, 62½% neutral spirits distilled from American grains.



# THIS SMART UNIVERSITY OF MINNESOTA RAT WORKS A SLOT MACHINE FOR A LIVING



**1** This is Pliny, the smart white rat who lives in a wire cage in the University of Minnesota's psychology department. He must work or starve. He is a very willing worker.



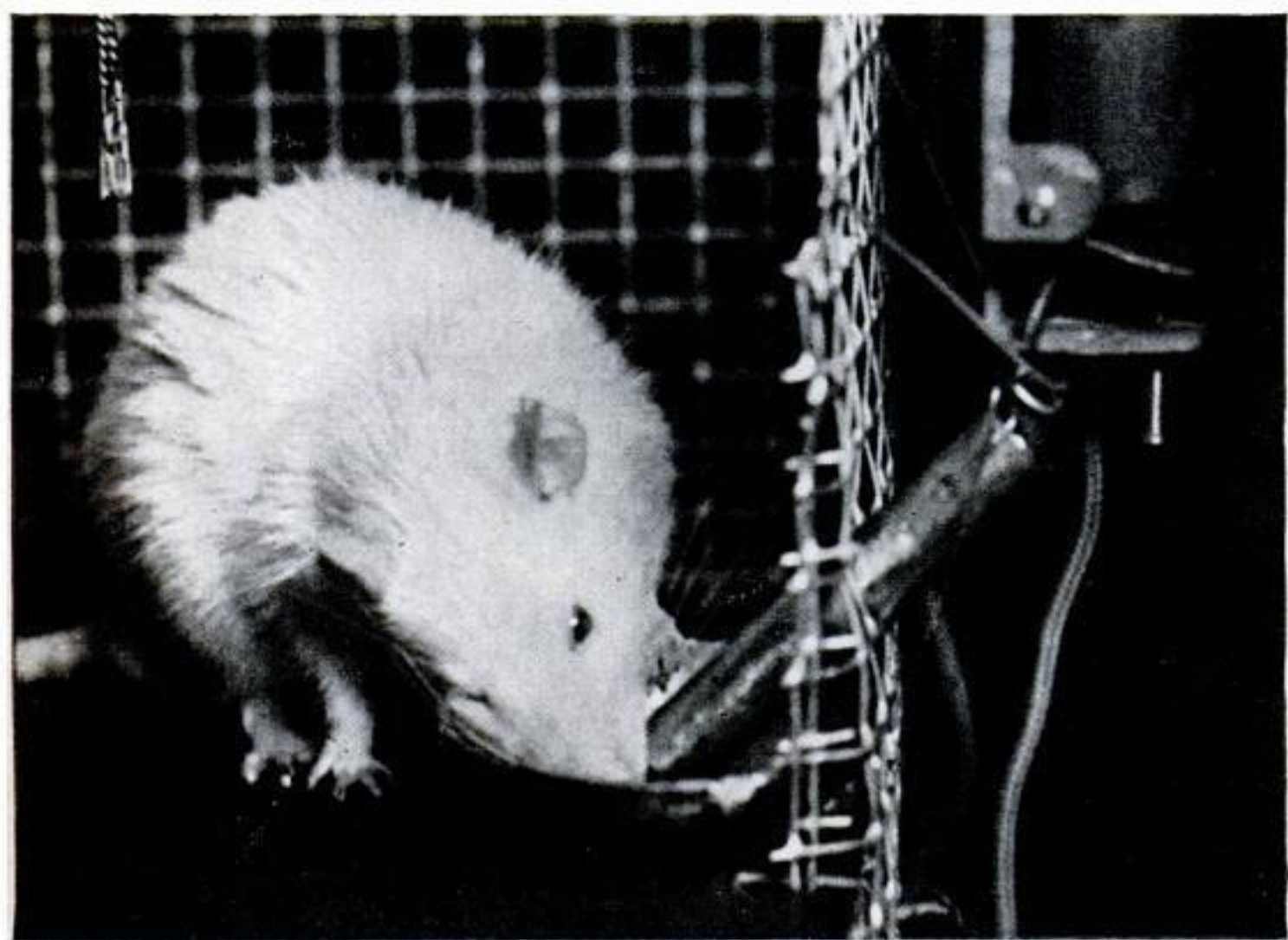
**2** Pliny gets up on his hind legs to take hold of a hanging chain with his sharp teeth. When he pulls, an agate marble falls to the floor of the cage from the trough above.



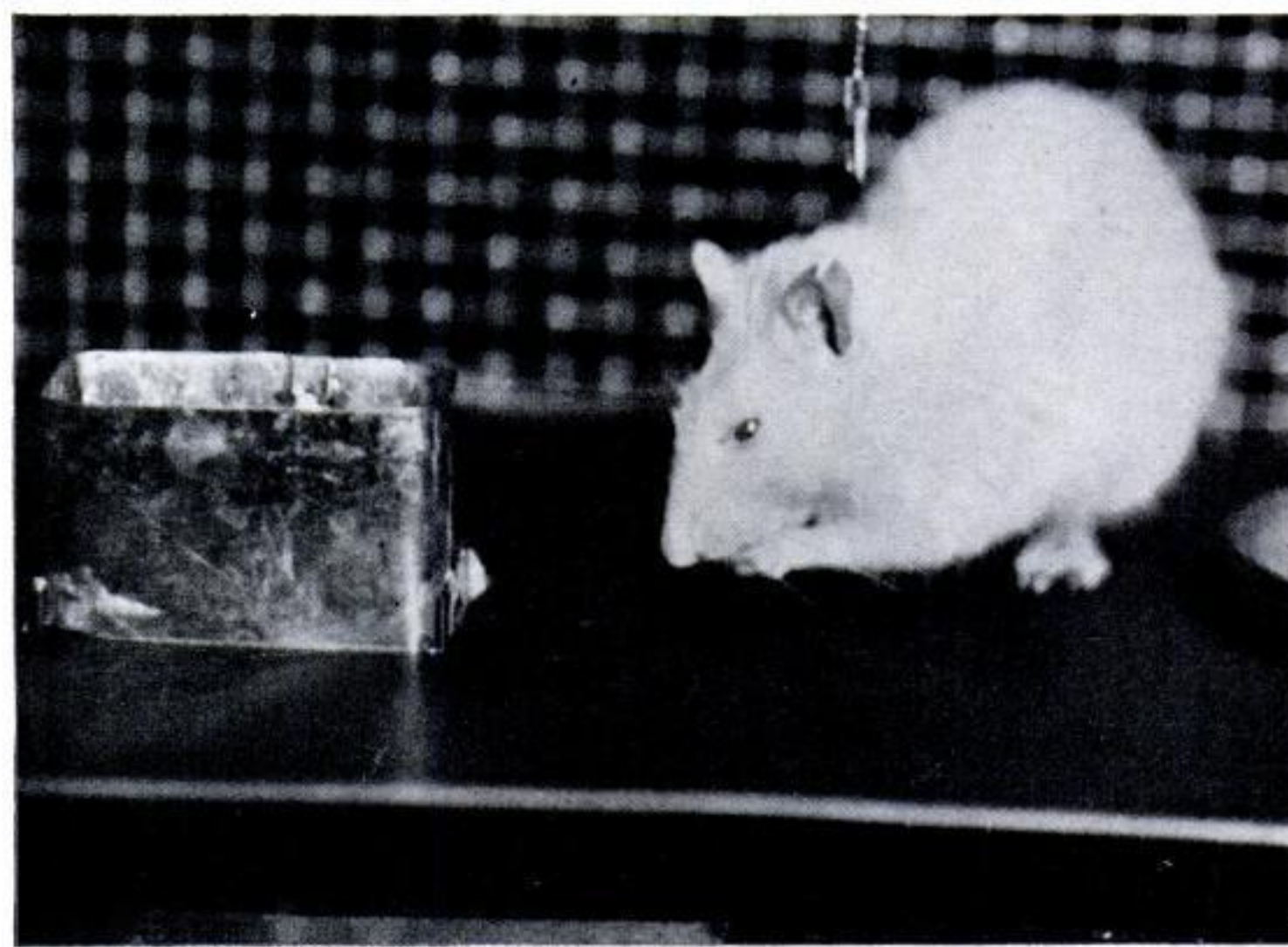
**3** The marble is what Pliny uses as coin for his slot machine. Soon as it bounces into the cage, Pliny pounces on top of it. He picks it up with his small white forepaws.



**4** Pliny carries the marble to the slot. When he first learned the trick, the slot was simply a hole in the floor. The raised portion was added to make things harder for him.



**6** As the marble falls in the slot, it closes an electric circuit which causes food to drop down into Pliny's feeding tray. Pliny reaches the tray even before the food does.



**7** Pliny's reward is 1/20th of a gram of dog biscuit. This meagre meal is gobbled in five seconds. But with a little industry, Pliny manages to eke out a comfortable living.

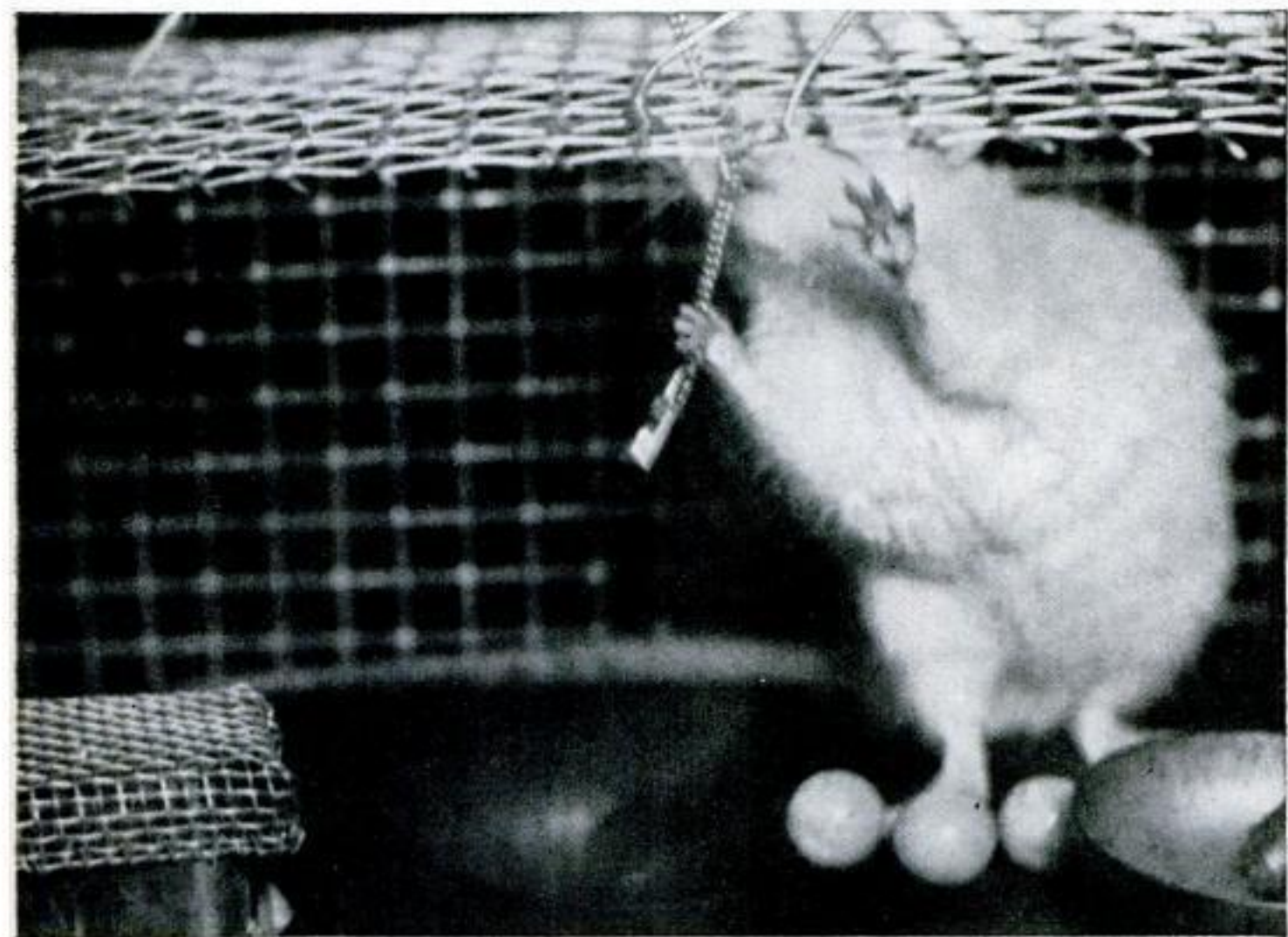


Pliny by name, he would soon starve to death if he stopped collecting marbles for food and teaching psychology students the value of patience

Pliny is the most precocious rat at the University of Minnesota. When Pliny is hungry, which is often, he seizes a chain dangling from the top of his cage, pulls it, thus releasing a marble which falls to the floor of his cage. Then Pliny picks the marble up, drops it in a slot on the floor of his cage and is automatically rewarded with a tiny piece of dog biscuit. All this was taught Pliny by B. Frederick Skinner, instructor in psychology at the University. He did it, not to prove anything scientific about rats, but to show his psychology students how much could be done with an animal if proper patience were taken. Other rats before Pliny have been taught to wind correctly through mazes and to push levers to get food. No other rat, so far as Mr. Skinner knows, can play a slot machine with marbles, perhaps because no one except Mr. Skinner has ever thought of teaching a rat to do it. Pliny is ten months old. It took him two months to learn to make his living with marbles. Mr. Skinner says he could have taught Pliny the trick in two weeks if he had really tried.



**5** Pliny drops the marble in the slot, turns to the feeding tray so fast that this picture, taken at 1/200th of a second, is blurred. The falling marble can still be seen.



**8** Once the slot was covered. Unable to spend, Pliny tugged at the chain, got a big supply of marbles, saved them. When the slot was uncovered, he squandered his savings.



## THE WISE vs. THE FOOLISH WEEK-ENDERS

... proving that it's smart and economical to "GO NEW HAVEN" to New England



**1.** "How foolish of Marge and Bill to insist on driving, instead of having a leisurely breakfast with us... and going by train later. They probably started at dawn."



**2.** "Just look at that traffic tie-up! Thank goodness we had sense enough to come this way. We'll be there long before our 'speed demon' friends."



**3.** "Hello, there! No, Marge and Bill are driving... They'll be along later. But what a grand trip we had! And so inexpensive! These new streamlined day coaches are marvelous."



**IT'S SMART TO RIDE IN NEW HAVEN COACHES**

**4.** "So here you are at last! Why, we've already had luncheon and played a couple of sets. Take a tip from us... 'go New Haven' next time!"

● A week-end gives you just so many hours. Make the most of every one! Don't waste time and energy—travel the quick, easy, safe and *inexpensive* way. Travel in big, cool, comfortable New Haven coaches—at 2c a mile!

For illustrated booklet "Southern New England Resorts and How to Get There" write Vacation Bureau, Room 3617, Grand Central Terminal, New York, N. Y. Tickets and information at Grand Central Terminal Consolidated Offices, 17 John St., New York or 155 Pierrepont St., Brooklyn., Phone V. A. N. D. 5-7705

**THE NEW HAVEN R. R.**



# Life Goes to a Party

At the Annual Prom held by a High School in Antigo, Wisconsin, on the Invitation of Miss Lorraine Gillaspay of the Junior Decorating Committee



Party preparations for Miss Valeria ("Val") Schmeisser include this finger wave at Antigo's Rose Beauty Shoppe. Most of the girls at the party patronized beauty parlors.

**L**IFE recently received the following invitation: "...I especially enjoy the 'LIFE Goes to a Party' series; as it is very enjoyable to see the different types of parties there are in our country. That is my subject in this letter—'LIFE Going to a Party.' You see, my high school, Antigo High School has a prom each year. There are always beautiful decorations, good orchestra, and gorgeous gowns. As I am on the Junior decorating committee this year, I know what the decorations will be like. We are using the Coronation motif. ... Why am I telling you all this? You may ask. Well, Mr. Editors I think it would be a wonderful party for any one of your photographers to attend and get excellent pictures. ... Perhaps you say, 'But, such an obscure school, we've never heard of it, and anyway we only select parties at Princeton, Harvard, or the Ritz. ...' But I'm sure your readers would like to see a party of the more informal type, and not at a Ritz, but our High School Gym, transformed into a setting for any King to be crowned!—A most ardent reader, Lorraine Gillaspay." LIFE gladly accepted Miss Gillaspay's invitation, herewith presents the results.



Party preparations for Eugene ("Stinky") Joyce, son of Antigo's fire chief, include a much-needed haircut. Here Barber Floyd Smith offers a choice of lilac or bay rum.



Val Schmeisser's mother, Mrs. Fred Schmeisser, humbly sits down on the floor as she applies final stitches to her gallivanting daughter's homemade high school prom dress. The Schmeissers are typical of the plain self-respecting families who go to make up Antigo's 9,000 population.

"You forgot your handkerchief," Mrs. Schmeisser tells Daughter Valeria as the family watch her leave for the dance with Daniel Volm. Father Schmeisser, at centre, is a truck driver. Little Sister Mary Schmeisser, looking on at left, will be tasting similar pleasures in a few years.







**These automobile arrivals** are, left to right, Joyce Hermann, George Reed (*in driver's seat*), Maude Phyllis Canfield, and Dan Durkee, a railroad conductor's son. George's father owns a garage. Maude's father is the branch manager of the Old Line Life Insurance Co.



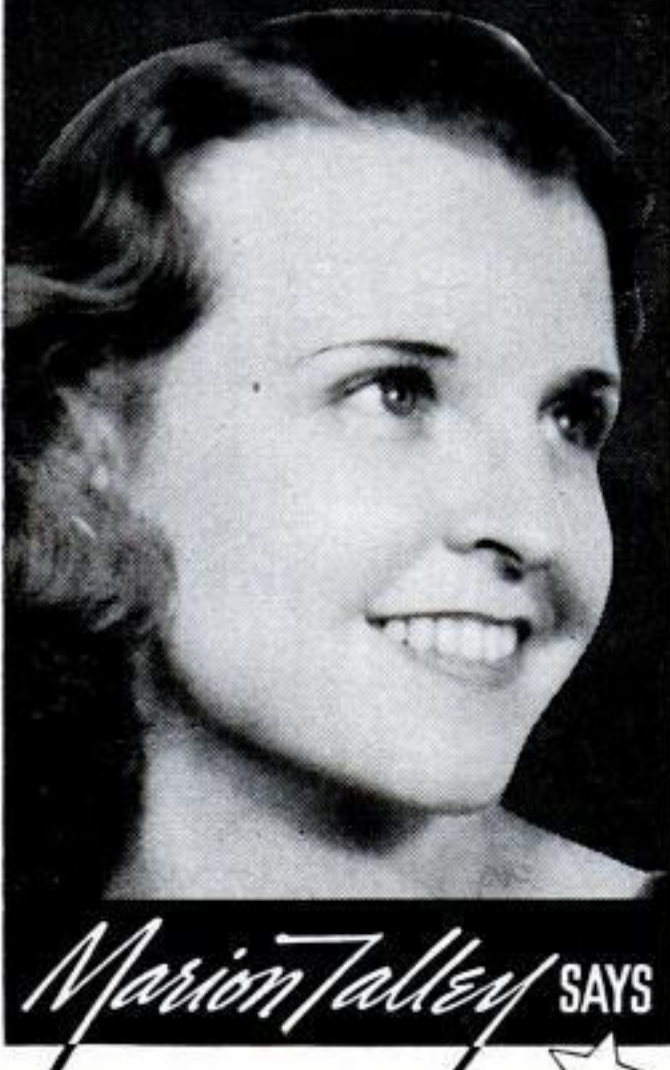
**These intermission strollers** are, left to right, Betty Steffen, daughter of the town health officer; Ralph Strandberg, an electrician's son; Peggy Klemann, whose father owns Antigo's biggest butcher shop; and Lloyd McCann, tinsmith's son. Note the boys' white shoes.



THE ANTIGO HIGH SCHOOL'S BASKETBALL COURT IS THE SCENE OF A GRAND MARCH LED BY "KING" BILL NEARY AND "QUEEN" MARJORIE BYRNE



See Marion Talley in "Follow Your Heart"—A Republic Picture—Hear Her in the Ry Krisp Program Every Sunday Afternoon, NBC.



Marion Talley SAYS

## "I must be sure my wardrobe is safe from MOTHS"

Your clothes are just as important to you. Now get rid of moth dangers as movie stars do. Spray with Larvex today.

Spraying with Larvex is the complete safeguard advised by scientists and used by manufacturers of costly woollens. It penetrates to the very center of every woolen fibre. Moths starve to death rather than eat the fabric.

Odorless, stainless, Larvex does away with the clothes storage problem, too, for one Larvex spraying lasts a full 12 months.

Spray with Larvex today and forget the moth problem this year!



Mothproof with **LARVEX** and be sure

### MEXICAN HUARACHES



#### The Perfect Vacation Sandal

Woven by Mexico's Indians of natural unpolished steerhide, and distinctive because no two pairs are ever the same design. Durable enough to hike in, yet soft and light enough to use as a house slipper. The perfect all purpose summer footwear. All sizes for men or women.

To order send an outline of the foot and mention shoe size.

PER PAIR, POSTPAID, \$3.75

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SANTA FE — NEW MEXICO  
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Famous VOIGTLANDER Twin Lens Reflex, 12-2 1/4" x 2 1/4" shots, with Skopar F:3.5 lens. Regularly \$100 — at BASS, \$67.50. Eveready Leather Carrying Case... \$7.50.

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## Life's Party (continued)



Party chaperons include white-flanneled, bespectacled Antigo High School Principal James F. Luther and Mrs. Luther, shown above as they watch the evening's fun from the side lines.



The coronation motif was a timely feature of the Antigo High School's annual prom. At left, Billy Engvall, 7, railroad-worker's son, and Principal Luther's son Richard, also 7, herald the crowning (right) of Bill Neary and Marjorie Byrne.



Hamburgers and soft drinks are consumed at the U-Needa Eat Shop at 1:45 a. m. by revelers who stayed up after the prom's 12:30 closing. At left is Julia Venable whose father heads the railroad-tie plug firm which is Antigo's No. 1 industry.

## NEW WAY to put DIAPER on BABY



1. Lay a Dennison Babypad on the cloth diaper. 2. Lay the baby on the Babypad. 3. Bring the diaper up between the legs and pin. 4. When the Babypad is soiled, simply remove and flush away! Use a fresh Babypad for every change. End unpleasant diaper washing this easy way for 3 cents a day!

Babypads, soft, safe, sanitary, also protect baby's tender skin from risk of diaper rash. 250 for \$1 or 50 for 25 cents at Department and Drug Stores.

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Just write DENNISON'S, Dept. BE-270 Framingham, Mass.

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THE NEW SANITARY DIAPER LINING

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OVER 30 MILES PER HOUR

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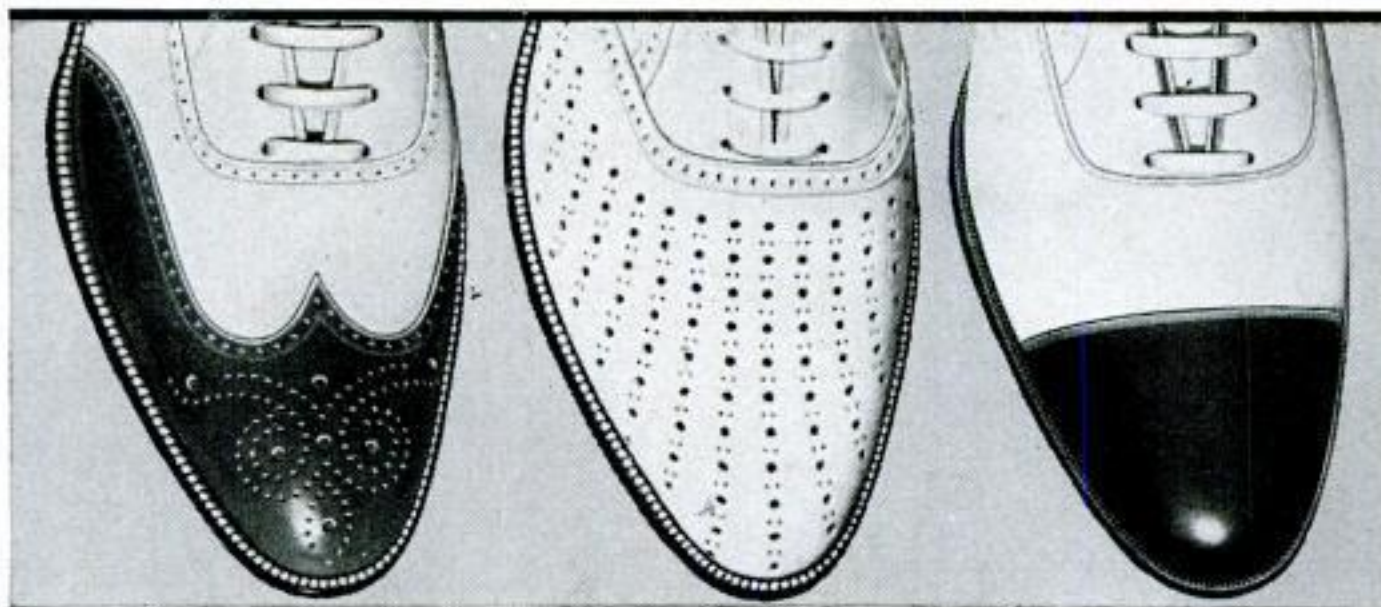
And why waste your cook's time trying to produce a black bean soup as good as Underwood's?

Underwood's is unapproached for richness of flavor and smoothness of consistency . . . which is just what people want in a black bean soup, from the duchess down.

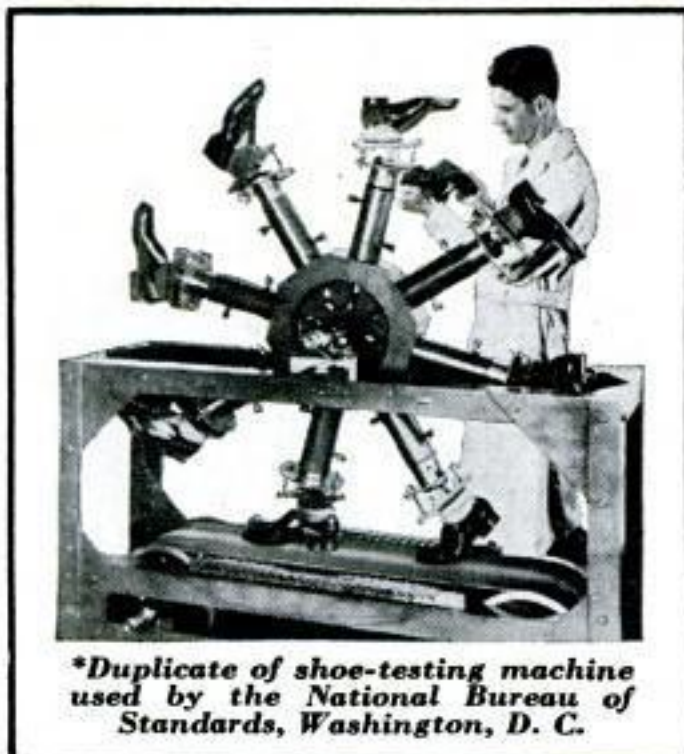
It takes a very special kind of beans and a lot of bother to make this soup. But all you have to do is heat it and add a bit of lemon and a slice of hard-boiled egg to each plate. Then watch your fussy guests!

If your grocer can't supply you send seventeen cents for a full-sized can.

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Choose your Spring shoes from the splendid new Douglas models. Get style that stays stylish!

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# Douglas Shoes



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- 1—CLEANSE . . . lather gently but thoroughly with pure, bland soap.
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### NEW BEAUTY IN TEN DAYS

Do this every day for ten days. You will be thrilled with the difference in your skin! MAVIS satinizs every inch of you. Makes your skin soft, youthful and alluring. Keeps you looking as if you'd just had a facial *all over*!

### FINER THAN MOST FACE POWDERS

MAVIS flatters the skin like a glamorous face powder. It spreads evenly—clings for hours—leaves a bewitching fragrance that *lasts*! Keeps you free from perspiration odor. Safeguards feminine daintiness. Protects fine underthings. Cools, soothes, refreshes.

**FREE** Generous size trial package of MAVIS TALCUM. Write to Vivaudou, Dept. 130, Long Island City, N.Y. This offer not good after July 1, 1937. Get your **FREE** MAVIS now!





## WHISKY & SODA

Throughout the world, whisky and soda, usually Scotch and soda, has been the most popular drink for the gentleman, the scholar and the connoisseur. The English gentleman seldom retires without having his Scotch and soda to quiet his nerves, and to assure a good night's sleep.

The American people now realize that this manner of drinking is the most delightful, the most practical, and the most beneficial to the human body.

## BILLY BAXTER CLUB SODA

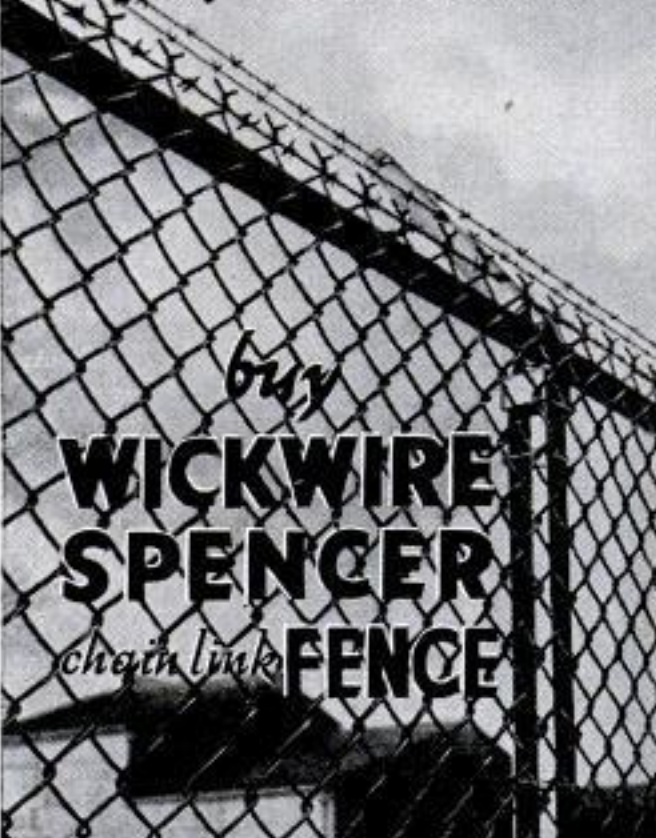
is the only important club soda on the American market today; it is the only club soda made fine regardless of cost; its carbonation is the highest in the world.

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# PICTURES TO THE EDITORS

## Valley Forge Dogwood

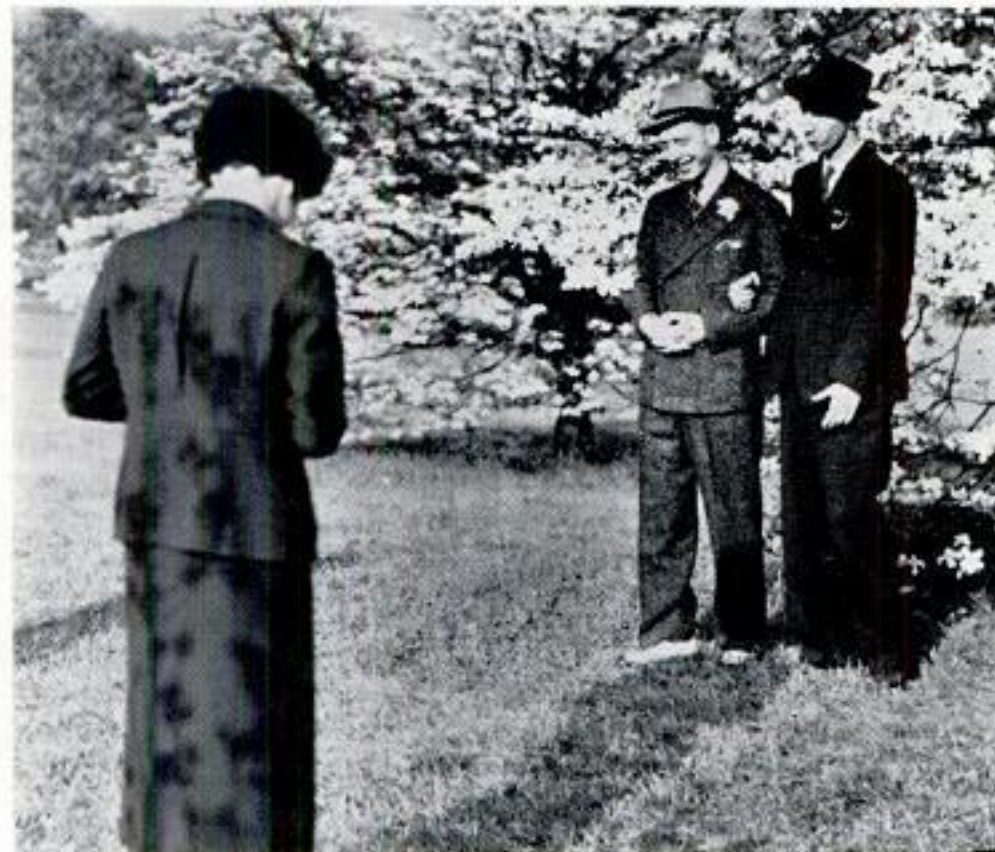
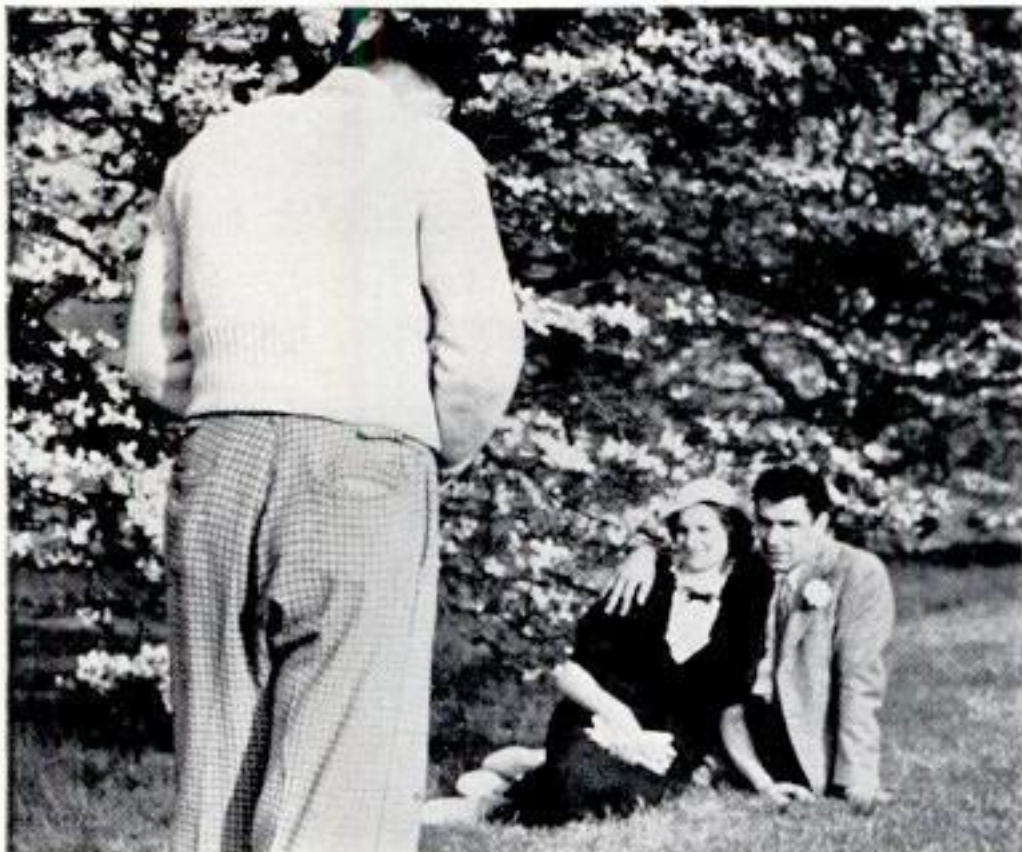
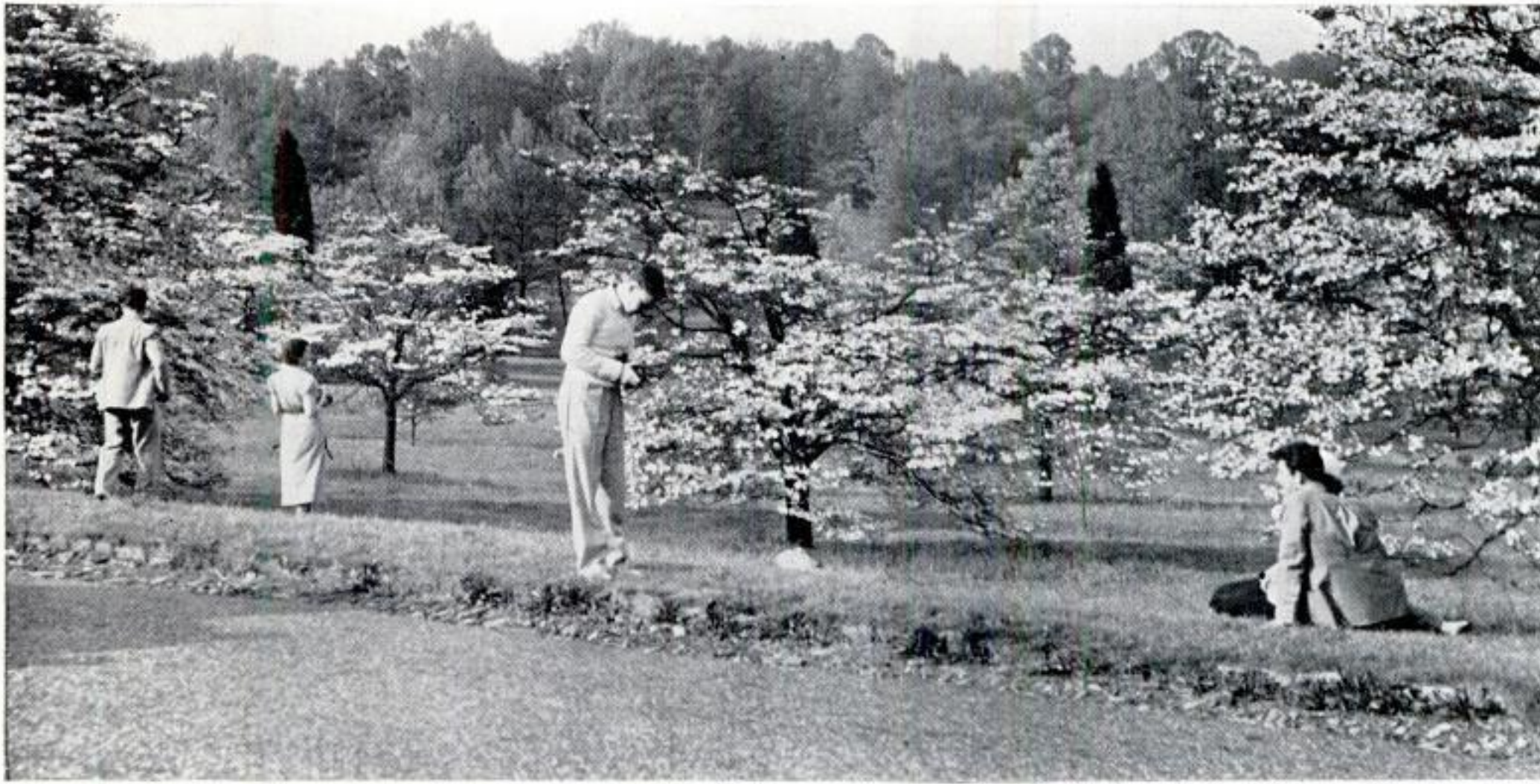
Sirs:

Enclosed please find some photographs taken at Valley Forge, Pa. during dogwood time. I hope that you will find some place for them.

ing dogwood time. I hope that you will find some place for them.

ELIZABETH R. HIBBS

New York City



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July 31st to September 4th

Visit the City of Sherbrooke — Centre of the Eastern Townships — founded by the Vermont Loyalist, Gilbert Hyatt. See the Historical Pageant — Cast of 1500 in period costumes — Choir of 500 voices — Parade of the Fairies — the March of History—Historical Ball—Night Festivals — Pyrotechnical displays.

La PROVINCE de QUÉBEC

Office du Tourisme, Québec, Canada.

## PICTURES TO THE EDITORS

(continued)

### Drive-In Bank

Sirs:

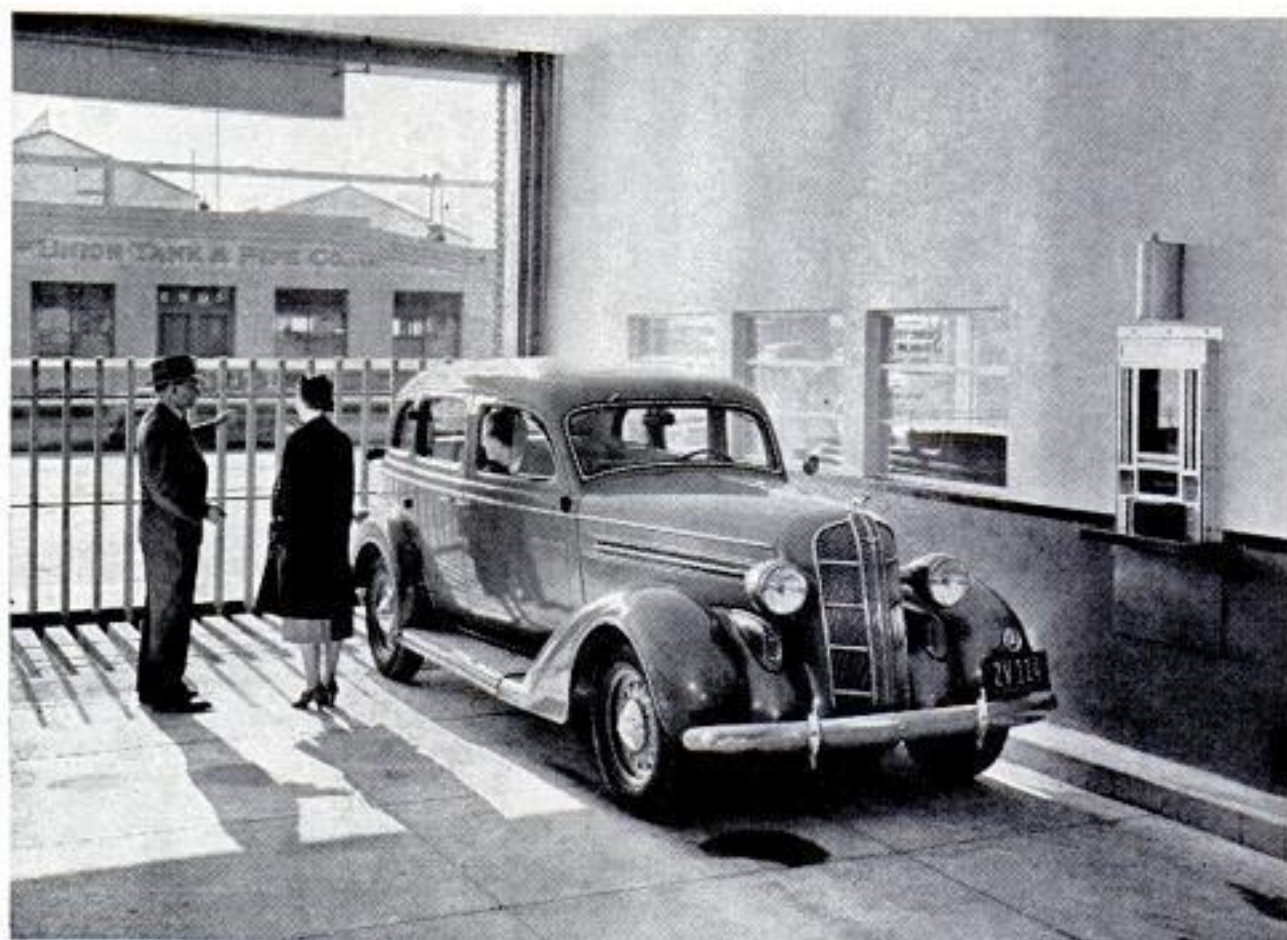
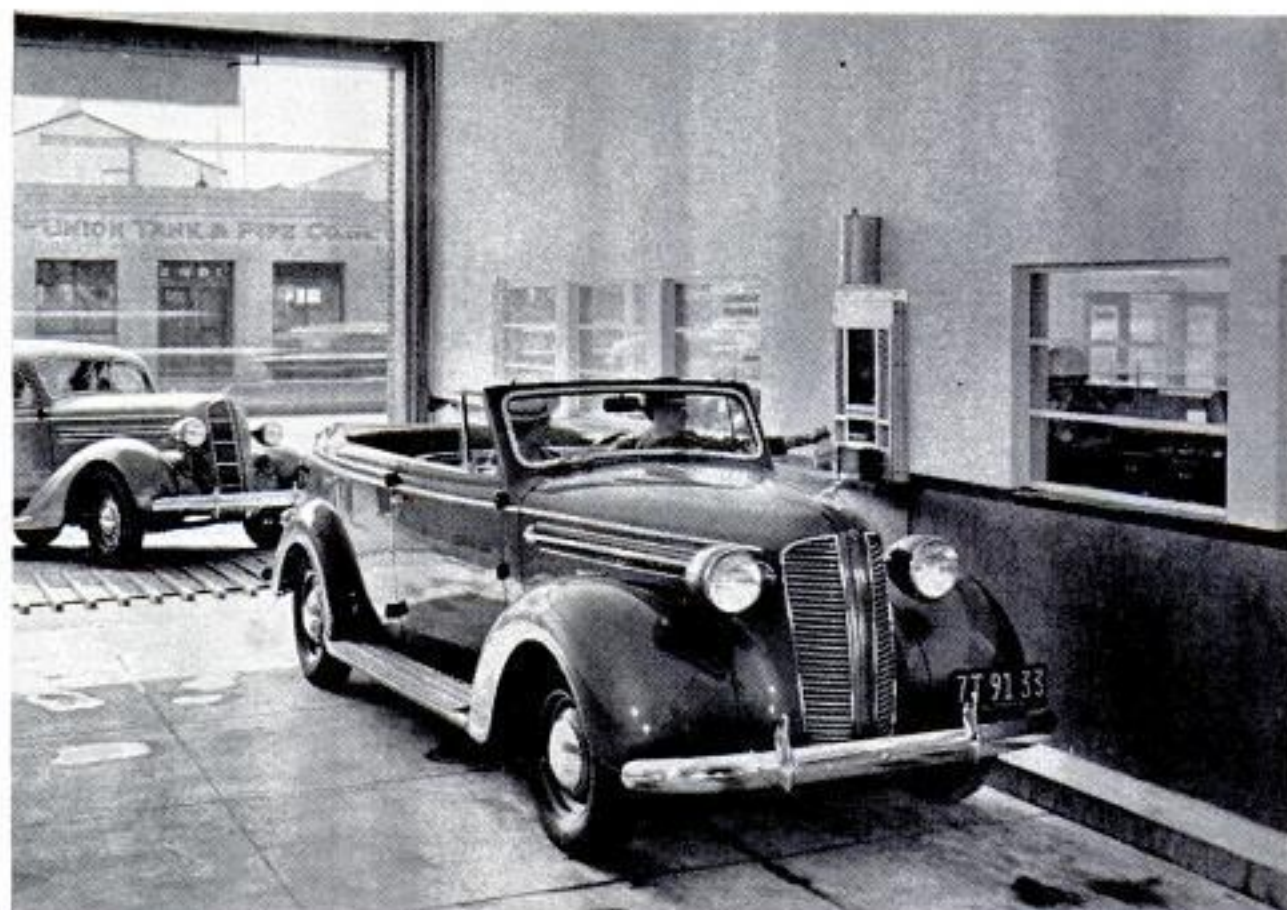
Here is something new. The Security-First National Bank of Los Angeles has just completed the first "Drive-In Bank" in the United States (top picture). In this bank the customer drives his car into the bank building, pulls up to a teller's wicket, makes his deposit, withdraws his weekly payroll or cashes his check without leaving the seat of his car (centre picture). If his business is of a nature requiring a prolonged conversation, the

customer drives right into the bank, parks his car and steps into the banking room.

Another novel idea is the "bandit proof" entrance and exit gates. At the sign of a suspicious move on the part of a stranger within the building an electric button may be pressed from any one of many convenient and concealed locations. In seven seconds a heavy iron grille completely closes all means of exit (bottom picture).

"DICK" WHITTINGTON

Los Angeles, Calif.





Advertisement

# SPEAKING OF FISHING...



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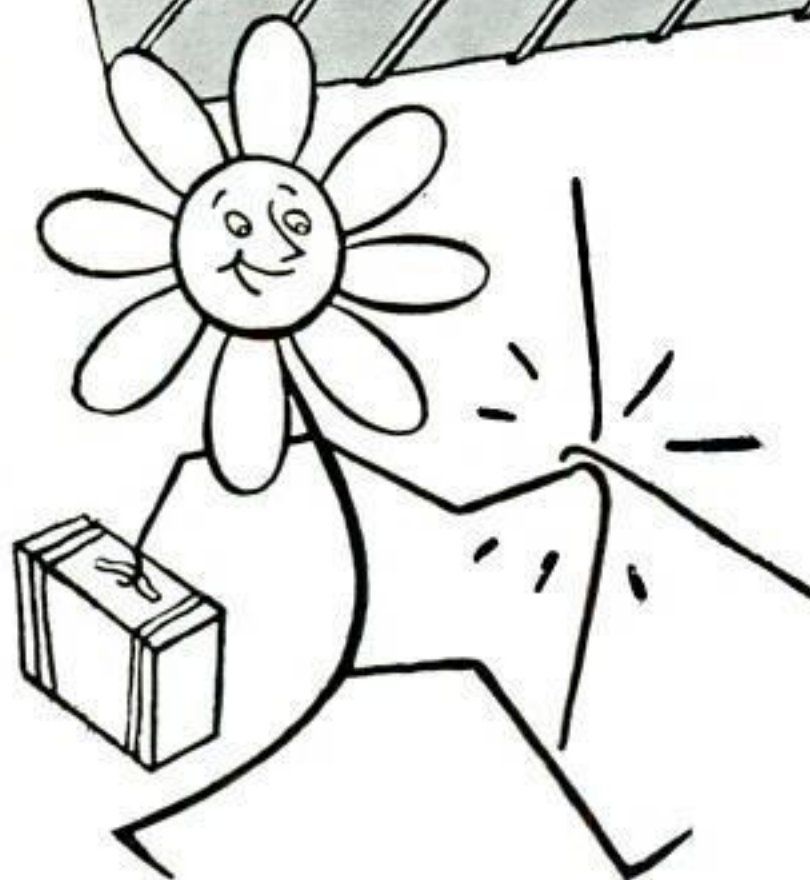


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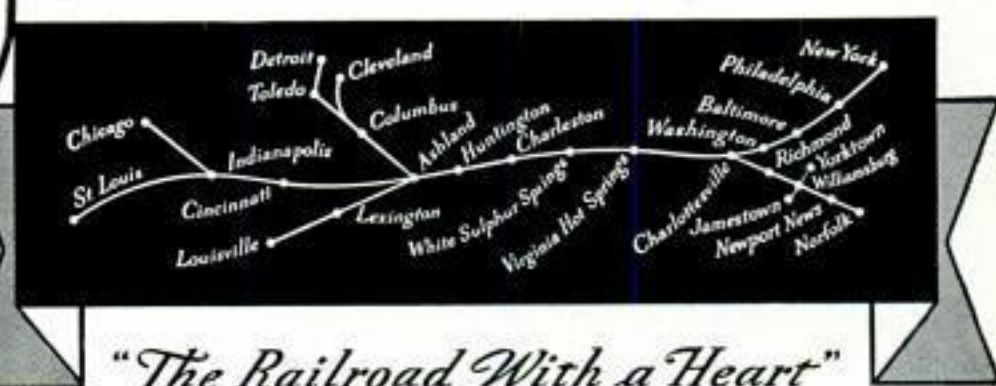
● You'll remember the trip you're planning to take this summer as the pleasantest you've ever been on . . . if you go Chesapeake and Ohio. For travelers unfailingly recall the truly friendly service—supremely comfortable

equipment—and extraordinary facilities provided by "The Railroad With a Heart!" Once taught, *Sleep Like a Kitten and Arrive Fresh as a Daisy*, can never be forgotten! Learn this on your vacation...take—

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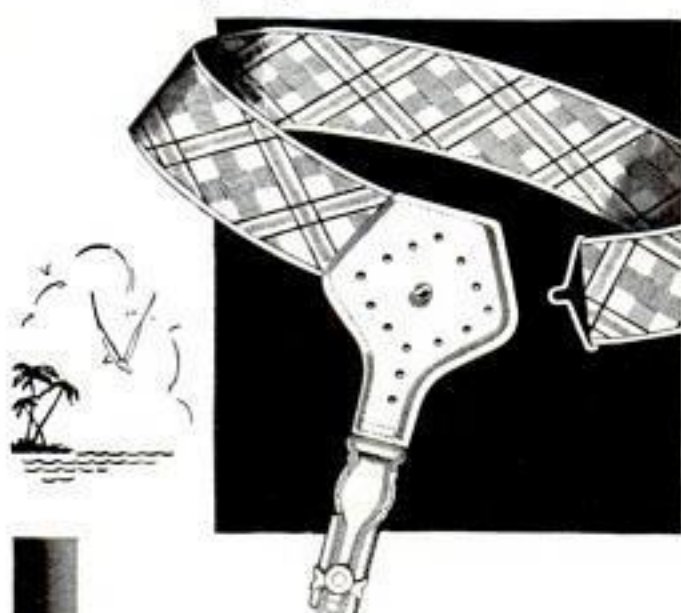
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NO METAL CAN TOUCH YOU

## PICTURES TO THE EDITORS

(continued)



"American Gothic"

Sirs:

Enclosed is a picture of *American Gothic* which was part of a recent grade

school presentation of living pictures. The girl is a dead ringer for Grant Wood's sister but the boy obviously isn't so good.

JOHN W. BARRY

Cedar Rapids, Iowa



Portrait vs. Snapshot

Sirs:

You have paid me the compliment of using my picture (above right—ED.) in your magazine twice comparatively recently. I am taking the liberty of sending you a recent photograph (above, left—ED.) which I hope, if you should have



any occasion to inflict me on the public again, you will use instead of the one which you have used.

The one you have used is a snapshot, one of these grumpy sort of things which seem to be very much in fashion now, but which seem to me to be entirely out of keeping with the seriousness of these times.

HATTON W. SUMNERS  
Chairman

Committee on the Judiciary  
House of Representatives  
Washington, D. C.

Commoner on Throne

Sirs:

In view of the interest in the abdication of the Duke of Windsor because an American commoner could not sit on the throne of England, I am enclosing a snapshot that proves that one not only can but has "sat on the Throne of England." The picture is of myself when I was in England on the Midshipmen's Practice Cruise in 1934.

The picture was taken quite hurriedly and needless to say I abdicated much more quickly and less gracefully (with the aid of several Abbey officials) than did the famous Edward. The picture is particularly interesting for I too am a direct descendant of the father of William the Conqueror.

WILLARD J. HAMMOND  
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**Empire Builder**  
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# Play Golf!

## WITH THE CONFIDENCE OF A CHAMPION

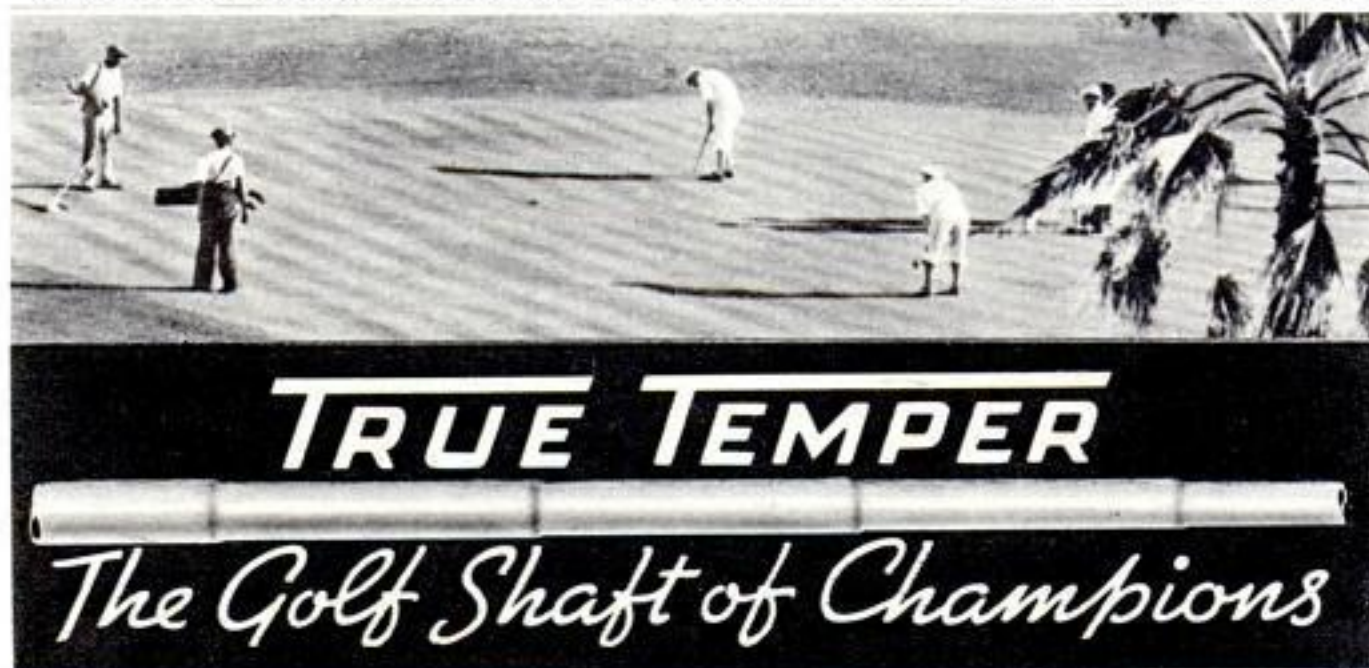
Every major golf tournament in 1936—see list below—was won by a user of TRUE TEMPER Steel Golf Shafts. The Champions all say that CONFIDENCE is vital to better golf. They know that TRUE TEMPER Steel Shafts are the strongest Golf Shafts made—the sweetest in action—perfectly designed for flexibility and control. These are the reasons that give the Champion confidence in his TRUE TEMPER Shafted Clubs and in his game. You can gain the same confidence a Champion enjoys—you need not be satisfied with less. Every make of Golf Clubs can be obtained with TRUE TEMPER Shafts. Ask your Pro to fit you with new improved 1937 Model Clubs of your favorite make, equipped with TRUE TEMPER—the Golf Shaft that gives confidence to Champions. Get Confidence.

- |  |   |
|--|---|
| 1 Metropolitan Open                                  | 26 Mason-Dixon Championship                     |
| 2 National Open                                      | 27 Big Ten Golf Championship                    |
| 3 Hershey Open                                       | 28 National Collegiate Championship             |
| 4 Charleston Gardens Open                            | 29 Trans-Mississippi Championship               |
| 5 Masters' Tournament                                | 30 Omaha Championship                           |
| 6 Augusta Open                                       | 31 National Public Links Championship           |
| 7 Sacramento Open                                    | 32 Western Junior Golf Championship             |
| 8 Santa Catalina Open                                | 33 The U. S. Walker Cup Championship            |
| 9 Seattle Open                                       | 34 The 18th Annual Arcola Invitation Tournament |
| 10 Lake Placid Open                                  | 35 National Amateur Championship                |
| 11 Glen Falls Open                                   | 36 Championship of Champions Tournament         |
| 12 Southern California Open                          | 37 Miami-Biltmore Championship                  |
| 13 Miami Open  | 38 Palm Beach Tournament                        |
| 14 North and South Open                              | 39 Florida East Coast Championship              |
| 15 Professional Golfers Ass'n Championship           | 40 Augusta Tournament                           |
| 16 Miami-Biltmore Open                               | 41 Midsouth Golf Championship                   |
| 17 Riverside Open                                    | 42 North and South Championship                 |
| 18 San Francisco Match Play Open                     | 43 American Curtis Cup Championship             |
| 19 TRUE TEMPER Open                                  | 44 Western Women's Open                         |
| 20 Western Open                                      | 45 Mississippi Championship                     |
| 21 St. Paul Open                                     | 46 Western Girls' Junior Championship           |
| 22 Los Angeles Open                                  | 47 Women's Western Derby                        |
| 23 New Orleans Annual Carnival Golf Championship     | 48 Western Women's Golf Championship            |
| 24 Fifth Annual Midwest Medal Play Golf Championship | 49 U. S. Women's Championship                   |
| 25 North and South Amateur Championship              |   |

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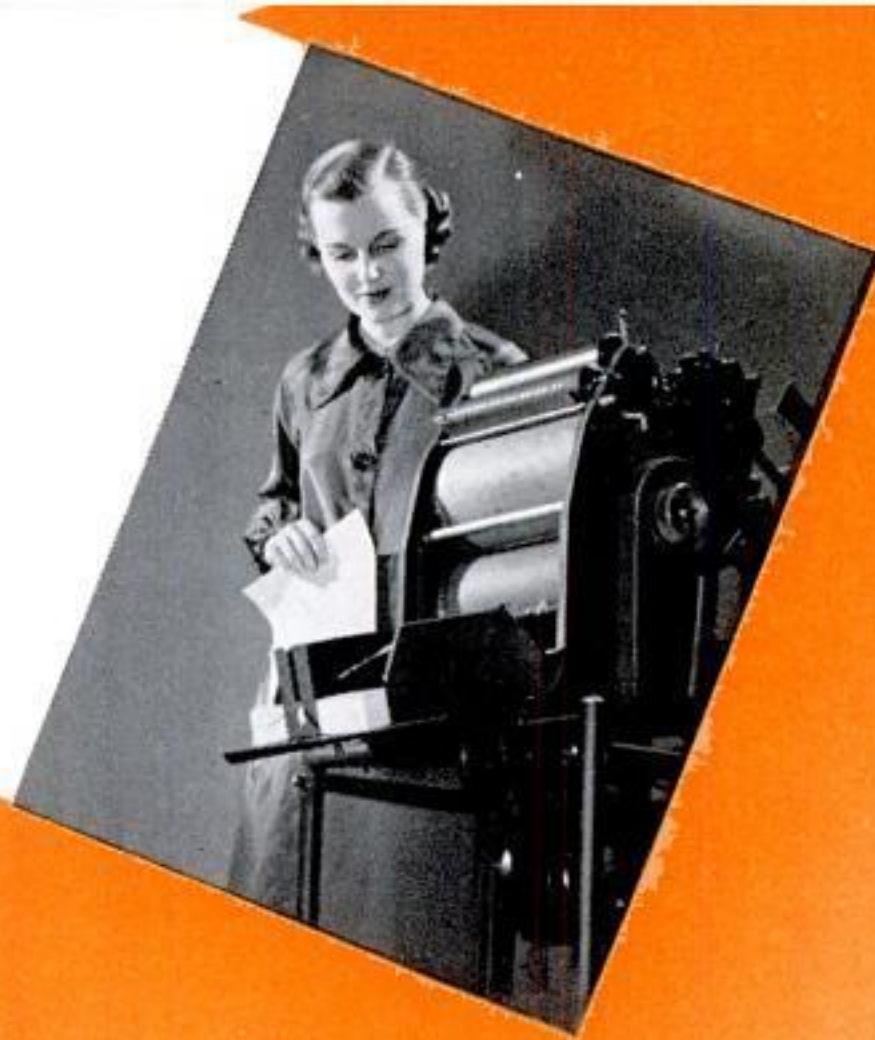
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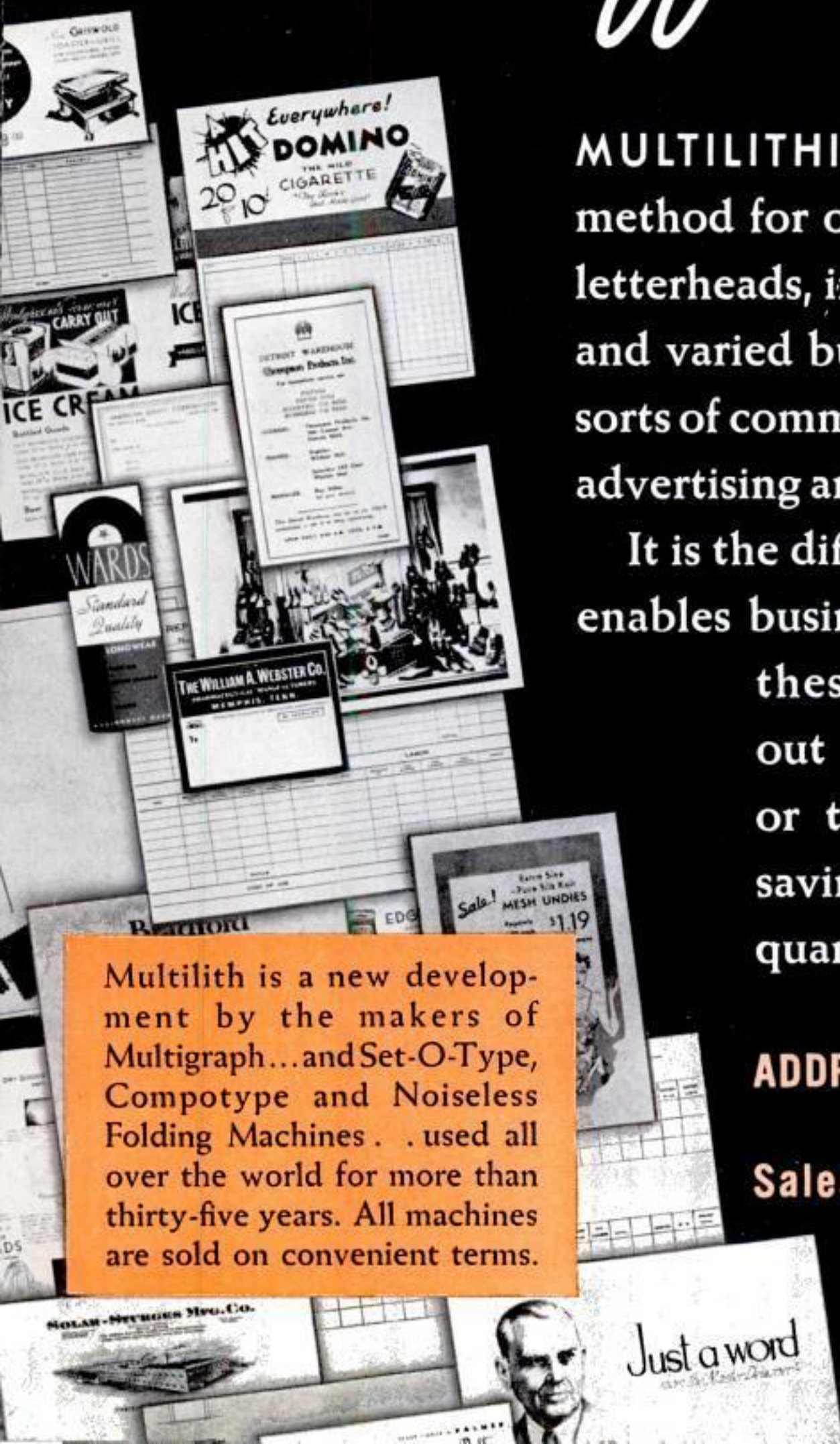
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A black and white photograph of actress Miriam Hopkins. She has blonde, wavy hair and is looking directly at the camera with a slight smile. She is holding a lit cigarette in her right hand. She is wearing a dark, possibly velvet, dress. The background is dark and out of focus.

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*Miriam Hopkins*

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